

SEARCH REQUEST FORM

6A37

Scientific and Technical Information Center

Requester's Full Name: Greg Stribu Examiner #: 73959 Date: 7/29/02
 Art Unit: 3634 Phone Number 305-3979 Serial Number: 09/705,152
 Mail Box and Bldg/Room Location: _____ Results Format Preferred (circle): PAPER DISK E-MAIL

If more than one search is submitted, please prioritize searches in order of need.

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: Indicia device for turnstile and method of use

Inventors (please provide full names): Martin Hering

Earliest Priority Filing Date: 2/1/94

For Sequence Searches Only Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

Turnstile having a sleeve which slides onto the arms of the turnstile for advertising.

STAFF USE ONLY

Searcher: KutSearcher Phone #: Kut

Searcher Location: _____

Date Searcher Picked Up: 7/24/02Date Completed: 7/24/02

Searcher Prep & Review Time: _____

Clerical Prep Time: _____

Online Time: _____

Type of Search

NA Sequence (#) _____

Vendors and cost where applicable

STN _____

AA Sequence (#) _____

Dialog _____

Structure (#) _____

Questel/Orbit _____Bibliographic _____Dr. Link _____Litigation _____Lexis/Nexis _____

Fulltext _____

Sequence Systems _____

Patent Family _____

WWW/Internet _____

Other _____

Other (specify) _____

Copyright 1991 A/S/M Communications, Inc.
ADWEEK

September 23, 1991, Southwest Edition

SECTION: BACK TALK

LENGTH: 853 words

HEADLINE: McCrary's Method: Taking It to the Street

BYLINE: BY RUSS PATE

HIGHLIGHT: Next month, says columnist Russ Pate, Mark McCrary will unveil Event TV.

BODY:

Calling Mark McCrary a main in motion amounts to more than a figure of speech. The 33-year-old founder and president of Motion Graphics is moving forward with innovative ways to bring together advertisers and consumers.

In an era where the efficacy of traditional media is being challenged and marketers are exploring alternatives, McCrary makes a persuasive pitch for mobile advertising and promotion. He wants advertisers to put their money where consumers' mouths are.

One of McCrary's brainstorms, a \$2-million bells-and-whistles mobile billboard called Big Mo, has spent the summer with Gloria Estefan's "Into the Light" U.S. tour. Bacardi Breezer, title sponsor of the tour, uses the state-of-the-art Sony Jumbotron videoscreen not only to promote the songstress' performances but also to push don't-drink-and-drive and drink-in-moderation PSAs.

Later this month at the Texas State Fair, McCrary will unveil his most ambitious concept to date: Event TV. Motion Graphics, in effect, will provide fair officials with their own closed-circuit TV network. Programming, produced by Motion Graphics and presented on oversized indoor videoscreens, outdoor video towers, and the ubiquitous Big Mo, will include everything from event schedules to taped highlights of the livestock judging or pie-baking contest. Boy howdy.

The millions of Texans clicking the **turnstiles** will also be treated -- if that's the right word -- to commercials and infomercials courtesy of **advertisers** like Ford Trucks, Mitsubishi, Circuit City, MCI and Sony. Title sponsor Pepsi will get to apply the tag "Pepsi Video Network" to the whole shebang.

McCrary, naturally, sees the situation as win-win. A win for fairgoers who will receive up-to-the-minute information about fair activities and special events; a win for advertisers who've paid between \$20,000 and \$70,000 for the privilege, as McCrary puts it, of using "a compelling medium to reach a very positive audience."

(Assuming a large group of Texans could be called such a thing.)

McCrary has found an emerging, able-to-allocate-ad-dollars audience among marketers seeking product exposure and trial in venues ranging from rock concerts and sporting events to major trade conventions. Anyplace your basic six-figures crowd gathers. With a fleet of 20 promotional vehicles (PVs), McCrary also can satisfy marketers looking for promotional help with small, targeted groups gathered at the grocery store, church, school or mall.

It's not that McCrary's 5-year-old, Addison, Texas-based company (1991 revenues: \$3 million) hasn't had to deal with resistance in the marketplace -- some of it from the internal politics over which marketing budgets to draw down. (Clients, for the uninitiated, have had some terrific tug-of-wars to protect their own budgets and turf.)

And some resistance, naturally, has to do with unfamiliarity with the product. "It's a common reflex in the ad community to assume that anything new and non-traditional is a risky buy. The real truth is that traditional media is a

risky buy," McCrary says, pointing to clutter, market fragmentation, imprecise measurement, escalating cost and lack of control.

"My premise is simple. Advertising dollars spent on traditional media are not as effective as ad dollars spent on well-placed, well-designed non-traditional media," he maintains. "In my opinion, the smart, advertiser of the 1990s will be the one who realizes that an evenly divided basket of traditional and non-traditional media is much better than a basket of traditional media only."

McCrary, an East Texas (Winnsboro) native and TCU graduate, got his first exposure to advertising in the early 1980s, working in billboard space sales for Texas Advertising in Arlington. He learned the three keys to the billboard business -- location, location, location -- and discovered his own secret formula for success: lease the darn thing before you build it.

McCrary later formed his own billboard company, Venture Outdoor Advertising, which owned roughly 70 boards, principally on the periphery of the Dallas-Fort Worth metropolitan area when he sold out to Whiteco. He plowed the proceeds into Motion Graphics.

The billboard experience convinced McCrary of the potential in outdoor marketing. He began drafting plans for the prototype of his promotional vehicle -- one that would give advertisers the flexibility to appear in one location one day, another the next. One that could target an advertiser's customers -- be they at the beach or the gym. One that would allow advertisers to conduct product sampling or couponing at the point-of-sale.

"With our unique fleet of trucks, we are a tactical marketing tool that provides mobile advertising and mobile promotional services," says McCrary. "Marketers want advertising and promotion to work synergistically. That is the concept of what I did."

Calling Mark McCrary a man in motion may suffice for now. But as his fleet of PVs expands, as Big Mo rolls and as media buyers become familiar with Event TV -- we may have to call him something else.

Maybe big wheel.

Copyright 1981 The New York Times Company
The New York Times

March 16, 1981, Monday, Late City Final Edition

SECTION: Section A; Page 22, Column 4; Editorial Desk

LENGTH: 432 words

HEADLINE: TO RESUSCITATE THE SUBWAYS

BODY:

To the Editor:

A prediction: with another fare increase, subway ridership will go down. It happens every time. Fewer riders pay higher fares for less service, more businesses suffer, more New Yorkers abandon their city and an ever greater strain is placed on slow surface traffic.

In order to keep and attract customers, the subways need desperately to be made safer, cleaner and more efficient. It can be done.

Start by recycling existing resources:

* Release the legion of token sellers from their nonproductive paperwork by instituting exact-fare rides. Assign them instead to teams headed by a station master.

* That station master would be responsible for deploying his/her team to best advantage, e.g., assisting passengers, seeing that laws are obeyed, reprimanding unruly children and doing preventive maintenance and housekeeping chores.

* To eliminate much of the filth on platforms, on tracks and in cars, prohibit smoking, eating and drinking beyond turnstiles.

* Install benches on both sides of the turnstiles to encourage people to wait for trains in safe, comfortable and well-lit areas. This is particularly applicable to the IND line, where service is spotty and stations are cavernous.

* Post maps and other information at **turnstiles**. **Advertisers** could vie for space on boards displaying a clock, schedules and directional guides.

* Convert a station's main token booth into a mini-communications center, where the station master on duty could keep track of train delays and post such information. Schedules at turnstiles would allow people to time their travels and avoid long waits on often scary, cold, benchless platforms.

* Solicit the cooperation of business. Staggered working hours relieve rush-hour congestion. Attractive advertising space for local merchants, galleries, theaters and restaurants could help pay for station upkeep. (In residential areas, provide bulletin boards where residents could post notices for music lessons, baby sitting, community meetings, etc.)

* Teams at best-run, most innovative stations would receive wellpublicized accolades from the Mayor (they could even be feted by local merchants) and earn extra time-off credits.

The trains themselves are a whole other story. Surely there's no excuse for grime-coated trains leaving their barns with broken lights and without proper destination signs. Fancy, overly automated, easily broken equipment has proved extravagant and wasteful. Those responsible for purchasing new equipment should remember that very often less is more.

JEAN E. HURLEY, New York, March 10, 1981

DATE: JULY 24, 2002

CLIENT: STRIMBU
LIBRARY: NEWS
FILE: CURNWS

YOUR SEARCH REQUEST IS:
(TURNSTILE OR TURN STILE) W/7 (AD OR ADVERTI!)

NUMBER OF STORIES FOUND WITH YOUR REQUEST THROUGH:
LEVEL 1... 34

Copyright 2001 The Editor & Publisher Co.
Editor and Publisher Magazine

January 1, 2001

SECTION: MARKETING AND SALES; Pg.26

LENGTH: 425 words

BYLINE: Ellen Liburt

BODY: TURNSTILE AD SPIN: HEY, GIVE IT A WHIRL

Inventor

Entry Media counts almost 20 newspapers among its clients

To everything there is a season (turn, turn, turn) ... and a time for every purpose (turn, turn, turn) -- and that includes advertising, judging by Turnstile AdSleeve ArmCovers, a "revolutionary" branding tool nearly 20 newspapers have worked into their imaging strategies at entertainment arenas nationwide.

Martin Hering, president of Entry Media Inc. in Winter Park, Fla., was waiting to meet a friend at the entrance of an Orlando Magic

basketball game in 1992 when he noticed that most people glance down at turnstiles before passing through, inspiring his idea for the patented, plastic tubes that fit over turnstile arms, displaying a sponsor's color ads. Explaining that sponsors use AdSleeves to "tie in" with the enthusiasm sports fans feel when they watch their teams play, Hering, 40, said a market study he commissioned showed fans remember these ads up to 1,500% more than other forms of arena advertising. AdSleeves are in use at almost 100 U.S. venues. Entry Media receives fees based on attendance.

Manager of Special Events Glenn Drosendahl at the Seattle Post-Intelligencer said that securing the scoreboard and turnstiles at the Mariners' Safeco Field has given the P-I "pretty much blanket coverage of the whole baseball experience for people in Seattle."

"When we saw the turnstiles, we thought it was fabulous reinforcement of the newspaper itself because it looks like a rolled newspaper," said Consumer Marketing Manager Nancy Long of the St. Louis Post-Dispatch, which uses them at the Rams' TWA Dome, Savis Center, the Cardinals' Busch Stadium, and Six Flags amusement park. Long said she appreciates the "added value" of advertising at sports venues that host other events.

Promotion Director Gari Brindle said the primary reason The Philadelphia Inquirer, Daily News, and philly.com (which are promoted at the 76ers' First Union Center and the Flyers' First Union Spectrum) use turnstiles is "to reach readers -- and readers are advertisers. The people who read us are also deciding to purchase advertising with us."

Andrew Rothstein, manager of marketing promotions for New York's Newsday, noted that the AdSleeves -- used as part of a "tiered approach" at Nassau Coliseum, Long Island Ducks EAB Park, and Hofstra (University) Arena -- offer bonus when games are televised because the establishing shot is usually of fans entering a venue through turnstiles, so "we've gotten good play from that."

LOAD-DATE: January 8, 2001

4/3,K/1 (Item 1 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
(c) 2002 ProQuest Info&Learning. All rts. reserv.

01434520 00-85507

I survived an upgrade

Williams, Dean D
Security Management v41n6 PP: 65-71 Jun 1997
ISSN: 0145-9406 JRNL CODE: SEM
WORD COUNT: 3077

...TEXT: that takes about twenty minutes-to reconfigure the problem reader. During this time, the inoperable ****turnstile**** is closed with an "out of order" ****sign**** and employees must enter or exit through the remaining two turnstiles. (Only those employees who...

4/3,K/2 (Item 2 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
(c) 2002 ProQuest Info&Learning. All rts. reserv.

00766356 94-15748

NYCTA invests for growth

Miller, Luther S
Railway Age v194n9 PP: 83-88 Sep 1993
ISSN: 0033-8826 JRNL CODE: RAA
WORD COUNT: 1472

...TEXT: Fare control areas will be secured with floor-to-ceiling railings and fare-abuse-resistant ****turnstiles****.

"Clearly written, well-located, and readable ****signs**** augmented by real-time service information displays will convey the message to customers that the...

4/3,K/3 (Item 3 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
(c) 2002 ProQuest Info&Learning. All rts. reserv.

00694685 93-43906

Newstrack

Anonymous
Communications of the ACM v36n4 PP: 13-14 Apr 1993
ISSN: 0001-0782 JRNL CODE: ACM
WORD COUNT: 1076

...TEXT: the lift, the skier passes his or her arm over a magnetic reader at the ****turnstile****. The watch can be read through parka ****sleeves**** and gloves and withstand the most embarrassing tumbles.

4/3,K/4 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

08201187 Supplier Number: 68874709 (USE FORMAT 7 FOR FULLTEXT)

****TURNSTILE** **AD** SPIN: HEY, GIVE IT A WHIRL. (newspapers ****advertise**** on ****Turnstile**** AdSleeve Armcovers produces by Entry Media Inc.) (Brief Article) (Statistical Data Included)**

Liburt, Ellen

Editor & Publisher, p26

Jan 1, 2001

Language: English Record Type: Fulltext
 Article Type: Brief Article; Statistical Data Included
 Document Type: Magazine/Journal; General
 Word Count: 418

****TURNSTILE** **AD** SPIN: HEY, GIVE IT A WHIRL. (newspapers **advertise** on **Turnstile** AdSleeve Armcovers produces by Entry Media Inc.) (Brief Article) (Statistical Data Included)**

... turn, turn, turn) ... and a time for every purpose (turn, turn, turn) -- and that includes **advertising**, judging by **Turnstile** AdSleeve Armcovers, a "revolutionary" branding tool nearly 20 newspapers have worked into their imaging strategies...

...are promoted at the 76ers' First Union Center and the Flyers' First Union Spectrum) use **turnstiles** is "to reach readers -- and readers are **advertisers**. The people who read us are also deciding to purchase advertising with us."

Andrew Rothstein...

4/3,K/5 (Item 2 from file: 16)
 DIALOG(R)File 16:Gale Group PROMT(R)
 (c) 2002 The Gale Group. All rts. reserv.

03645983 Supplier Number: 45145034
****Turnstiles** new site for **advertising****
 Orlando Sentinel (FL), pB1
 Nov 17, 1994
 Language: English Record Type: Abstract
 Document Type: Newspaper; Trade

****Turnstiles** new site for **advertising****

ABSTRACT:
 Entry Media (Orlando, FL) has been formed to place **advertising** on **turnstiles** in public arenas. The company, founded by Martin Hering, expects to sign a contract with...

4/3,K/6 (Item 3 from file: 16)
 DIALOG(R)File 16:Gale Group PROMT(R)
 (c) 2002 The Gale Group. All rts. reserv.

03520698 Supplier Number: 44933629 (USE FORMAT 7 FOR FULLTEXT)
AdSleeves make **turnstiles a successful **ad** medium**
 Advertising Age, v0, n0, p34
 August 22, 1994
 Language: English Record Type: Fulltext
 Document Type: Magazine/Journal; Tabloid; Trade
 Word Count: 282

AdSleeves make **turnstiles a successful **ad** medium**
 ... s Tinker Field on May 9, Michael Jordan wasn't the only attraction turning heads.
****Turnstile** AdSleeves, the newest **advertising** medium to spin into ballparks, premiered at the Orlando Cubs AA stadium.**
 Roger Wexelberg, team general manager, said he sees **turnstile** ads as another avenue of **advertising** at the ballpark. 'Stadiums need new means of advertising because there are only so many...'

...Tinker Field, fans give their tickets to stadium attendants and - as they push through the **turnstile** - touch **advertising** for the Orlando Sentinel newspaper.

AdSleeves are clear plastic tubes that fit over **turnstile** arms and contain a color **advertisement** with a company logo.

Martin Hering, president of Orlando-based Entry Media, the maker of...

...450 per 500,000 people entering the stadium.

Earlier this year, Entry Media tested the **turnstile**
/ **advertising** at the Daytona Beach (Fla.) Ocean Center, where the
International Hockey League's Sun Devils...

4/3,K/7 (Item 4 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

02851815 Supplier Number: 43839053 (USE FORMAT 7 FOR FULLTEXT)

Milwaukee Wave Sets NPSL Attendance Mark

Amusement Business, p18

May 16, 1993

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 893

... also a member of the MSL last year, dropped 55,313 from their '91-'92 **turnstile** count.

'We spent less money on **advertising** and put more people in the seats,' reported Chuck Murr, public relations director for the...

4/3,K/8 (Item 1 from file: 18)

DIALOG(R)File 18:Gale Group F&S Index(R)
(c) 2002 The Gale Group. All rts. reserv.

04400896 Supplier Number: 68874709

****TURNSTILE** **AD** SPIN: HEY, GIVE IT A WHIRL. (newspapers **advertise**
on **Turnstile** AdSleeve Armcovers produces by Entry Media Inc.) (Brief
Article) (Statistical Data Included)**

Liburt, Ellen

Editor & Publisher, p26

Jan 1, 2001

ISSN: 0013-094X

Language: English Record Type: Citation

Article Type: Brief Article Statistical Data Included

Document Type: Magazine/Journal; General

****TURNSTILE** **AD** SPIN: HEY, GIVE IT A WHIRL. (newspapers **advertise**
on **Turnstile** AdSleeve Armcovers produces by Entry Media Inc.) (Brief
Article) (Statistical Data Included)**

4/3,K/9 (Item 2 from file: 18)

DIALOG(R)File 18:Gale Group F&S Index(R)
(c) 2002 The Gale Group. All rts. reserv.

02394218 Supplier Number: 45145034

****Turnstiles** new site for **advertising****

Orlando Sentinel (FL), pB1

Nov 17, 1994

ISSN: 0744-6055

Language: English Record Type: Abstract

Document Type: Newspaper; Trade

****Turnstiles** new site for **advertising****

ABSTRACT:

Entry Media (Orlando, FL) has been formed to place **advertising** on **turnstiles** in public arenas. The company, founded by Martin Hering, expects to sign a contract with...

4/3,K/10 (Item 1 from file: 20)

DIALOG(R)File 20:Dialog Global Reporter
(c) 2002 The Dialog Corp. All rts. reserv.

17252304 (USE FORMAT 7 OR 9 FOR FULLTEXT)

For the Record

ADVERTISING AGE, p46

June 11, 2001

JOURNAL CODE: WCAA LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 870

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... section in Turnstile's Golfweek called Golf Style. Henry Robinson, publisher of Golf & Travel, becomes **advertising** director at Golfweek, a new post. **Turnstile** Chairman Rance Crain is also president of Crain Communications and editor in chief of Advertising...

4/3,K/11 (Item 1 from file: 47)

DIALOG(R)File 47:Gale Group Magazine DB(TM)
(c) 2002 The Gale group. All rts. reserv.

03959493 SUPPLIER NUMBER: 14430551 (USE FORMAT 7 OR 9 FOR FULL TEXT)

NYCTA invests for growth: a new \$7.4 billion capital program will seek to bring back riders who have defected. (New York, New York City Transit Authority)

Miller, Luther S.

Railway Age, v194, n9, p83(4)

Sept, 1993

ISSN: 0033-8826 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 1635 LINE COUNT: 00123

... Fare control areas will be secured with floor-to-ceiling railings and fare-abuse-resistant **turnstiles**.

"Clearly written, well-located, and readable **signs** augmented by real-time service information displays will convey the message to customers that the...

4/3,K/12 (Item 2 from file: 47)

DIALOG(R)File 47:Gale Group Magazine DB(TM)
(c) 2002 The Gale group. All rts. reserv.

03398829 SUPPLIER NUMBER: 09074891 (USE FORMAT 7 OR 9 FOR FULL TEXT)

South Africa: the truth is bad enough.

Franklin, Betty

Forbes, v145, n11, p106(6)

May 28, 1990

CODEN: FORBA ISSN: 0015-6914 LANGUAGE: ENGLISH RECORD TYPE:
FULLTEXT
WORD COUNT: 4391 LINE COUNT: 00316

... high-tech security. One signs in and goes through electronic devices or through electronically controlled-**turnstiles**. There are security guards at the **sign**-in point and at the **turnstile**. Security must be a booming business.

On my way into a supermarket, my purse sets...

4/3,K/13 (Item 1 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.
(c) 2002 The Gale Group. All rts. reserv.

05628228 SUPPLIER NUMBER: 68874709

****TURNSTILE** **AD** SPIN: HEY, GIVE IT A WHIRL. (newspapers **advertise**
on **Turnstile** AdSleeve Armcovers produces by Entry Media Inc.)(Brief
Article)(Statistical Data Included)**

Liburt, Ellen

Editor & Publisher, 26

Jan 1, 2001

DOCUMENT TYPE: Brief Article Statistical Data Included ISSN: 0013-094X

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 418 LINE COUNT: 00036

****TURNSTILE** **AD** SPIN: HEY, GIVE IT A WHIRL. (newspapers **advertise**
on **Turnstile** AdSleeve Armcovers produces by Entry Media Inc.)(Brief
Article)(Statistical Data Included)**

... turn, turn, turn) ... and a time for every purpose (turn, turn,
turn) -- and that includes **advertising**, judging by **Turnstile**
AdSleeve Armcovers, a "revolutionary" branding tool nearly 20 newspapers
have worked into their imaging strategies...

...are promoted at the 76ers' First Union Center and the Flyers' First
Union Spectrum) use **turnstiles** is "to reach readers -- and readers are
advertisers. The people who read us are also deciding to purchase
advertising with us."

Andrew Rothstein...

4/3,K/14 (Item 2 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.
(c) 2002 The Gale Group. All rts. reserv.

05373801 SUPPLIER NUMBER: 59013364

**CRIME NEWS AND THE PRIMING OF RACIAL ATTITUDES DURING EVALUATIONS OF THE
PRESIDENT.**

VALENTINO, NICHOLAS A.

Public Opinion Quarterly, 63, 3, 293

Fall, 1999

ISSN: 0033-362X LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 10729 LINE COUNT: 00958

... primed by media exposure. In an experiment, subjects who viewed
news coverage about the Bush **turnstile** **ad** were much more likely
to employ existing racial prejudices in opinions about racial policies than
...

4/3,K/15 (Item 3 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.
(c) 2002 The Gale Group. All rts. reserv.

03419896 SUPPLIER NUMBER: 15762012

****Ad** **Sleeves** make **turnstiles** a successful **ad** medium. (plastic
sleeves bearing corporate **logos** fit over **turnstile** arms)
(Brief Article)**

Rickard, Leah

Advertising Age, v65, n35, p34(1)

August 22, 1994

DOCUMENT TYPE: Brief Article
 RECORD TYPE: Citation

ISSN: 0001-8899

LANGUAGE: English

****Ad** **Sleeves** make **turnstiles** a successful **ad** medium. (plastic
 sleeves bearing corporate **logos** fit over **turnstile** arms)
 (Brief Article)**

4/3,K/16 (Item 4 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.
 (c) 2002 The Gale Group. All rts. reserv.

03173267 SUPPLIER NUMBER: 13721135

Newstrack.

Communications of the ACM, v36, n4, p13(2)

April, 1993

ISSN: 0001-0782 LANGUAGE: English RECORD TYPE: Fulltext
 WORD COUNT: 1032 LINE COUNT: 00095

... the lift, the skier passes his or her arm over a magnetic reader at the **turnstile**. The watch can be read through parka **sleeves** and gloves and withstand the most embarrassing tumbles.

4/3,K/17 (Item 5 from file: 88)

DIALOG(R)File 88:Gale Group Business A.R.T.S.
 (c) 2002 The Gale Group. All rts. reserv.

02449953 SUPPLIER NUMBER: 09074891

South Africa: the truth is bad enough.

Franklin, Betty

Forbes, v145, n11, p106(6)

May 28, 1990

CODEN: FORBA ISSN: 0015-6914 LANGUAGE: English RECORD TYPE:
 Fulltext

WORD COUNT: 4324 LINE COUNT: 00316

... high-tech security. One signs in and goes through electronic devices or through electronically controlled **turnstiles**. There are security guards at the **sign**-in point and at the **turnstile**. Security must be a booming business.

On my way into a supermarket, my purse sets...

4/3,K/18 (Item 1 from file: 141)

DIALOG(R)File 141:Readers Guide
 (c) 2002 The HW Wilson Co. All rts. reserv.

01007150 H.W. WILSON RECORD NUMBER: BRGA87007150

Cut and recover.

AUGMENTED TITLE: Forest Hill Station

Brenner, Douglas.

Architectural Record (Archit Rec) v. 175 (Jan. '87) p. 68-71

...ABSTRACT: the inbound platform, and inside the station they installed a new ticket booth and new **turnstiles**, lighting, and **signs** that are modern but aren't detractions from the hall's Old-World grandeur.

4/3,K/19 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
 (c)2002 The Gale Group. All rts. reserv.

13490488 SUPPLIER NUMBER: 75286805 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Sports Stadiums Go for Turnstile Sponsors. (Brief Article)
 Cassidy, Hilary
 Brandweek, 42, 22, 36
 May 28, 2001
 DOCUMENT TYPE: Brief Article ISSN: 1064-4318 LANGUAGE: English
 RECORD TYPE: Fulltext
 WORD COUNT: 263 LINE COUNT: 00024

... the next time you go to a sports event, you may find yourself grabbing an **ad** as you go through the entrance **turnstile**. Entry Media produces the turnstile materials for teams and arenas which in turn sell the...

4/3,K/20 (Item 2 from file: 148)
 DIALOG(R)File 148:Gale Group Trade & Industry DB
 (c)2002 The Gale Group. All rts. reserv.

12949767 SUPPLIER NUMBER: 68874709 (USE FORMAT 7 OR 9 FOR FULL TEXT)
****TURNSTILE** **AD** SPIN: HEY, GIVE IT A WHIRL. (newspapers **advertise** on **turnstile** AdSleeve Armcovers produces by Entry Media Inc.) (Brief Article) (Statistical Data Included)**
 Liburt, Ellen
 Editor & Publisher, 26
 Jan 1, 2001
 DOCUMENT TYPE: Brief Article Statistical Data Included ISSN: 0013-094X
 LANGUAGE: English RECORD TYPE: Fulltext
 WORD COUNT: 418 LINE COUNT: 00036

****TURNSTILE** **AD** SPIN: HEY, GIVE IT A WHIRL. (newspapers **advertise** on **turnstile** AdSleeve Armcovers produces by Entry Media Inc.) (Brief Article) (Statistical Data Included)**
 ... turn, turn, turn) ... and a time for every purpose (turn, turn, turn) -- and that includes **advertising**, judging by **turnstile** AdSleeve Armcovers, a "revolutionary" branding tool nearly 20 newspapers have worked into their imaging strategies...

...are promoted at the 76ers' First Union Center and the Flyers' First Union Spectrum) use **turnstiles** is "to reach readers -- and readers are **advertisers**. The people who read us are also deciding to purchase advertising with us."

Andrew Rothstein...

4/3,K/21 (Item 3 from file: 148)
 DIALOG(R)File 148:Gale Group Trade & Industry DB
 (c)2002 The Gale Group. All rts. reserv.

10742648 SUPPLIER NUMBER: 53557406 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Golfweek's Superintendent News.
 Maurer, Rolf
 Folio: the Magazine for Magazine Management, 28, 1, 21(1)
 Jan, 1999
 ISSN: 0046-4333 LANGUAGE: English RECORD TYPE: Fulltext
 WORD COUNT: 135 LINE COUNT: 00015

... Travel, a consumer magazine.
 A controlled publication, Superintendent has a full-page, black-and-white **ad** rate of \$3,525 Ken Hanson is **turnstile** Publishing president Address 7657 Commerce Center Dr, Orlando, Florida 32819 407-345-5500.

4/3,K/22 (Item 4 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

08238784 SUPPLIER NUMBER: 17477234 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Security shield. (security system for Blue Cross Blue Shield of Florida)

Anderson, Teresa

Security Management, v39, n10, p18(1)

Oct, 1995

ISSN: 0145-9406 LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 567 LINE COUNT: 00048

... and training.

In each building, one door is reserved for visitors and, therefore, has no **turnstile**. Visitors must stop and **sign** in with a security officer stationed at a desk near the entrance. The security officer...

4/3,K/23 (Item 5 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

07422306 SUPPLIER NUMBER: 15762012

****Ad** **Sleeves** make **turnstiles** a successful **ad** medium. (plastic **sleeves** bearing corporate **logos** fit over **turnstile** arms)**
(Brief Article)

Rickard, Leah

Advertising Age, v65, n35, p34(1)

August 22, 1994

DOCUMENT TYPE: Brief Article

ISSN: 0001-8899

LANGUAGE: ENGLISH

RECORD TYPE: CITATION

****Ad** **Sleeves** make **turnstiles** a successful **ad** medium. (plastic **sleeves** bearing corporate **logos** fit over **turnstile** arms)**
(Brief Article)

4/3,K/24 (Item 6 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

06714129 SUPPLIER NUMBER: 14430551 (USE FORMAT 7 OR 9 FOR FULL TEXT)

NYCTA invests for growth: a new \$7.4 billion capital program will seek to bring back riders who have defected. (New York, New York City Transit Authority)

Miller, Luther S.

Railway Age, v194, n9, p83(4)

Sept, 1993

ISSN: 0033-8826 LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT; ABSTRACT

WORD COUNT: 1635 LINE COUNT: 00123

... Fare control areas will be secured with floor-to-ceiling railings and fare-abuse-resistant **turnstile**.

"Clearly written, well-located, and readable **signs** augmented by real-time service information displays will convey the message to customers that the...

4/3,K/25 (Item 7 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

05087266 SUPPLIER NUMBER: 09328386 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Eagles' sponsorship program a sellout; pre-season games may be added for '91. (Philadelphia Eagles football club)

Deckard, Linda
 Amusement Business, v103, n2, p15(2)
 Jan 14, 1991
 ISSN: 0003-2344 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
 WORD COUNT: 970 LINE COUNT: 00073

... the field, a two-story Huddles Mascot balloon with the company name flying above the **turnstiles**, ticket envelope **logos** and promotional giveaways with the corporate logo. The Eagles will also provide advertising throughout the...

4/3, K/26 (Item 8 from file: 148)
 DIALOG(R)File 148:Gale Group Trade & Industry DB
 (c)2002 The Gale Group. All rts. reserv.

04605830 SUPPLIER NUMBER: 09074891 (USE FORMAT 7 OR 9 FOR FULL TEXT)
South Africa: the truth is bad enough.
 Franklin, Betty
 Forbes, v145, n11, p106(6)
 May 28, 1990
 CODEN: FORBA ISSN: 0015-6914 LANGUAGE: ENGLISH RECORD TYPE:
 FULLTEXT
 WORD COUNT: 4391 LINE COUNT: 00316

... high-tech security. One signs in and goes through electronic devices or through electronically controlled **turnstiles**. There are security guards at the **sign**-in point and at the **turnstile**. Security must be a booming business.

On my way into a supermarket, my purse sets...

4/3, K/27 (Item 9 from file: 148)
 DIALOG(R)File 148:Gale Group Trade & Industry DB
 (c)2002 The Gale Group. All rts. reserv.

04165143 SUPPLIER NUMBER: 08569955 (USE FORMAT 7 OR 9 FOR FULL TEXT)
Warehouse & store equipment. (1990 Buyers' Guide) (directory)
 Chilton's Hardware Age, v226, n12, p235(7)
 Dec, 1989
 DOCUMENT TYPE: directory ISSN: 8755-254X LANGUAGE: ENGLISH
 RECORD TYPE: FULLTEXT
 WORD COUNT: 6721 LINE COUNT: 00527

... 1 Weigh-Tronix Inc - 1, 10 (Electronic Weighing & Price Computing)
 SELF SERVICE ENTRY GATES AND
 TURNSTILES Fountain Products Corp
 SELF SERVICE SUPPLIES 1 **Advertising** panels for shopping carts 2
 Building material carts 3 Garden center carts 4 Shopping baskets...

4/3, K/28 (Item 10 from file: 148)
 DIALOG(R)File 148:Gale Group Trade & Industry DB
 (c)2002 The Gale Group. All rts. reserv.

02981601 SUPPLIER NUMBER: 04584534 (USE FORMAT 7 OR 9 FOR FULL TEXT)
The European look in produce. (part 1 of 2 part issue)
 Dyer, Lee W.
 Progressive Grocer, v65, p61(4)

Nov, 1986

ISSN: 0033-0787

LANGUAGE: ENGLISH

RECORD TYPE: FULLTEXT

WORD COUNT: 1198

LINE COUNT: 00096

... Germany, are surrounded by an aura of freshness the minute they walk through the front **turnstile** (3). Colorful overhead **signs** identify the "Garten" section, which features produce cases alongside of the area and display tables...

4/3,K/29 (Item 11 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2002 The Gale Group. All rts. reserv.

02027132 SUPPLIER NUMBER: 03184697 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Franchising: maturing menus and markets. (19th Annual Franchising Issue)

Raffio, Ralph; Lang, Joan; Gindin, Rona L.; Kochak, Jacque White; Bell, Alexa; Tiegs, Carol Lynn
Restaurant Business, v83, p133(22)
March 20, 1984

ISSN: 0097-8043 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT
WORD COUNT: 13653 LINE COUNT: 01060

... growth was negligible. "Shakey's was a stepchild, and treated as such. We had almost **turnstile** presidents and and **advertising** agencies," says Gary Brown, president of the Shakey's franchisee organization, who along with fellow...

4/3,K/30 (Item 1 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2002 The Gale Group. All rts. reserv.

01595018 SUPPLIER NUMBER: 13721135 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Newstrack.

Communications of the ACM, v36, n4, p13(2)

April, 1993

ISSN: 0001-0782 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 1170 LINE COUNT: 00095

... the lift, the skier passes his or her arm over a magnetic reader at the **turnstile**. The watch can be read through parka **sleeves** and gloves and withstand the most embarrassing tumbles.

4/3,K/31 (Item 2 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2002 The Gale Group. All rts. reserv.

01302133 SUPPLIER NUMBER: 07755553 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Natural language... and computer parallels. (Soviet Union)

Dyson, Esther

RELEASER 1.0, v89, n5, p31(2)

May 21, 1989

ISSN: 1047-935X LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
WORD COUNT: 783 LINE COUNT: 00057

... pay on the trolley car? The subway is simple; you put 5 kopeks into the **turnstile** -- not that there's a **sign** anywhere, but the change machines marked 10, 15 and 20 give you the appropriate number...

4/3,K/32 (Item 1 from file: 350)

DIALOG(R)File 350:Derwent WPIX
 (c) 2002 Thomson Derwent. All rts. reserv.

003838365
 WPI Acc No: 1983-834615/198349
 XRPX Acc No: N83-217392

Security turnstile for supermarkets etc. - allows turnstile arms to be easily removed from pivotal post in emergencies

Patent Assignee: ATEL SCHILTIGHEIM (SCHI-N); ATELIERS REUNIS SA (REUN-N)

Inventor: LEVYJOSEPH M

Number of Countries: 008 Number of Patents: 006

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 95393	A	19831130	EP 83400557	A	19830317	198349 B
FR 2527258	A	19831125				198401
ZA 8302980	A	19831205				198411
US 4472909	A	19840925	US 83484417	A	19830412	198441
EP 95393	B	19850619				198525
DE 3360296	G	19850725				198531

Priority Applications (No Type Date): FR 828884 A 19820521

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
-----------	------	-----	----	----------	--------------

EP 95393	A	E	16		
----------	---	---	----	--	--

Designated States (Regional): BE CH DE GB LI

EP 95393	B	F		
----------	---	---	--	--

Designated States (Regional): BE CH DE GB LI

...Abstract (Basic): released from the post by turning it through 45 deg. w.r.t. the lower **sleeve**, thereby allowing easy exit through the **turnstile** in emergencies etc...



4/3,K/33 (Item 2 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2002 Thomson Derwent. All rts. reserv.

003770206
 WPI Acc No: 1983-766421/198338
 XRPX Acc No: N83-165464

Turnstile barrier unlocking mechanism - has locking plunger for turnstile hub releasable by air motor, which also lifts sprung detent balls

Patent Assignee: CORAS IOMPAIR EIREA (CORA-N)

Inventor: WILLIAMS J E

Number of Countries: 012 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
EP 88605	A	19830914				198338 B
US 4525951	A	19850702	US 83472031	A	19830304	198529

Priority Applications (No Type Date): IE 82496 A 19820305

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
-----------	------	-----	----	----------	--------------

EP 88605	A	E	36		
----------	---	---	----	--	--

Designated States (Regional): AT BE CH DE FR GB IT LI LU NL SE

...Abstract (Basic): A lock plunger (3) abuts a stop roller (9) on the **turnstile** hub, to prevent rotation. A **sleeve** (5) of the plunger is axially slid able in a cylinder, with a series of balls...

4/3,K/34 (Item 1 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)

(c) 2002 The Gale Group. All rts. reserv.

02093819 Supplier Number: 75574070 (USE FORMAT 7 FOR FULLTEXT)
For the Record.(includes brief articles)(Brief Article)(Statistical Data Included)

Advertising Age, v72, p46

June 11, 2001

ISSN: 0001-8899

Language: English Record Type: Fulltext

Article Type: Brief Article Statistical Data Included

Document Type: Magazine/Journal; Trade

Word Count: 911

... section in Turnstile's Golfweek called Golf Style. Henry Robinson, publisher of Golf & Travel, becomes **advertising** director at Golfweek, a new post. **Turnstile** Chairman Rance Crain is also president of Crain Communications and editor in chief of Advertising...

...COMPANY NAMES: Tatham; TBWA Chiat/Day Inc.; Fortune Group L.L.C.; Harmonic Communications; Dentsu Company Ltd.; **Turnstile** Publishing Co.; Vivendi Universal; Havas **Advertising**; General Motors Corp.; Inovasia Communications; Foot Locker; AKA Advertising; Honda Motor Company Ltd.; Wieden and...

4/3,K/35 (Item 2 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2002 The Gale Group. All rts. reserv.

02088788 Supplier Number: 75286805 (USE FORMAT 7 FOR FULLTEXT)

Sports Stadiums Go for Turnstile Sponsors.(Brief Article)

Cassidy, Hilary

Brandweek, v42, n22, p36

May 28, 2001

ISSN: 1064-4318

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal; Trade

Word Count: 263

... the next time you go to a sports event, you may find yourself grabbing an **ad** as you go through the entrance **turnstile**. Entry Media produces the turnstile materials for teams and arenas which in turn sell the...

4/3,K/36 (Item 3 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2002 The Gale Group. All rts. reserv.

02020130 Supplier Number: 68874709 (USE FORMAT 7 FOR FULLTEXT)

****TURNSTILE** **AD** SPIN: HEY, GIVE IT A WHIRL.(newspapers **advertise** on **Turnstile** AdSleeve Armcovers produces by Entry Media Inc.)(Brief Article)(Statistical Data Included)**

Liburt, Ellen

Editor & Publisher, p26

Jan 1, 2001

ISSN: 0013-094X

Language: English Record Type: Fulltext

Article Type: Brief Article Statistical Data Included

Document Type: Magazine/Journal; General

Word Count: 418

****TURNSTILE** **AD** SPIN: HEY, GIVE IT A WHIRL.(newspapers **advertise****

on **Turnstile** AdSleeve Armcovers produces by Entry Media Inc.) (Brief Article) (Statistical Data Included)

... turn, turn, turn) ... and a time for every purpose (turn, turn, turn) -- and that includes **advertising**, judging by **Turnstile** AdSleeve Armcovers, a "revolutionary" branding tool nearly 20 newspapers have worked into their imaging strategies...

...are promoted at the 76ers' First Union Center and the Flyers' First Union Spectrum) use **turnstiles** is "to reach readers -- and readers are **advertisers**. The people who read us are also deciding to purchase advertising with us."

Andrew Rothstein...

4/3,K/37 (Item 4 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
(c) 2002 The Gale Group. All rts. reserv.

01916241 Supplier Number: 62380758

Turnstiles turn heads.

Ethen, Marie

IDEAS, p22(1)

Sept, 1999

ISSN: 0896-1441

Language: English Record Type: Abstract

Document Type: Magazine/Journal; Trade

ABSTRACT:

...reach consumers. Advertising sleeves developed by Entry Media have enabled the newspaper to engage in **turnstile**. **advertising** in the St. Louis area. The **turnstile** ads, which can be found at Busch Stadium, TWA Dome, Kiel Center and other sports...

4/3,K/38 (Item 5 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
(c) 2002 The Gale Group. All rts. reserv.

01720889 Supplier Number: 53557406 (USE FORMAT 7 FOR FULLTEXT)

Golfweek's Superintendent News.

Maurer, Rolf

Folio: the Magazine for Magazine Management, v28, n1, p21(1)

Jan, 1999

ISSN: 0046-4333

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 125

... Travel, a consumer magazine.

A controlled publication, Superintendent has a full-page, black-and-white **ad** rate of \$3,525 Ken Hanson is **Turnstile** Publishing president Address 7657 Commerce Center Dr, Orlando, Florida 32819 407-345-5500.

4/3,K/39 (Item 6 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
(c) 2002 The Gale Group. All rts. reserv.

01480512 Supplier Number: 45213122 (USE FORMAT 7 FOR FULLTEXT)

AD FOLLIES: Ad breakthroughs lay an egg in snobbery, sports, 'faking it' and, yes, ostrich-raising

Advertising Age, v0, n0, p19

Dec 19, 1994

ISSN: 0001-8899
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1168

... fabulous, riotous, incredible sex. Or watch boxing.'
WHY 1994 WAS A BREAKTHROUGH YEAR - MARKETINGWISE
New **ad** locations:
Inside roofs of taxicabs
Arena **turnstiles**
Checkout counter belts
Basketball backboards
School buses
New products:
Detergent for produce
French perfume for...

4/3, K/40 (Item 7 from file: 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2002 The Gale Group. All rts. reserv.

01456232 Supplier Number: 44933629 (USE FORMAT 7 FOR FULLTEXT)
AdSleeves make **turnstiles a successful **ad** medium**
Advertising Age, v0, n0, p34
August 22, 1994
ISSN: 0001-8899
Language: English Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 282

AdSleeves make **turnstiles a successful **ad** medium**
... s Tinker Field on May 9, Michael Jordan wasn't the only attraction turning heads.
Turnstile AdSleeves, the newest **advertising** medium to spin into ballparks, premiered at the Orlando Cubs AA stadium.
Roger Wexelberg, team general manager, said he sees **turnstile** ads as another avenue of **advertising** at the ballpark. 'Stadiums need new means of advertising because there are only so many...

...Tinker Field, fans give their tickets to stadium attendants and - as they push through the **turnstile** - touch **advertising** for the Orlando Sentinel newspaper.

AdSleeves are clear plastic tubes that fit over **turnstile** arms and contain a color **advertisement** with a company logo.

Martin Hering, president of Orlando-based Entry Media, the maker of...

...450 per 500,000 people entering the stadium.

Earlier this year, Entry Media tested the **turnstile** **advertising** at the Daytona Beach (Fla.) Ocean Center, where the International Hockey League's Sun Devils...
?

5/3,K/1 (Item 1 from file: 608)

DIALOG(R)File 608:KR/T Bus.News.

(c)2002 Knight Ridder/Tribune Bus News. All rts. reserv.

00126027 Story Number: 5716 (USE FORMAT 7 OR 9 FOR FULLTEXT)

THE MACON, GA., TELEGRAPH BUSINESS PEOPLE COLUMN

The Macon Telegraph

November 30, 1992 20:14 E.T.

DOCUMENT TYPE: Newspaper RECORD TYPE: Fulltext LANGUAGE: English

WORD COUNT: 417

...TEXT: Business Alabama Monthly , Alabama Magazine and Mobile Bay Monthly . Wood also served as publisher and *advertising* sales director of *Turnstile* Publishing, producer of Main Events , prior to joining PMT Publishing.

Wood, a graduate of the...

5/3,K/2 (Item 1 from file: 631)

DIALOG(R)File 631:Boston Globe

(c) 2002 Boston Globe. All rts. reserv.

04568242

THE ELECTRONIC ELECTION

BOSTON GLOBE (BG) - SUNDAY November 13, 1988

By: John Aloysius Farrell, Globe Staff

Edition: THIRD Section: SPECIAL SECTION Page: 1

Word Count: 17,968

CAPTION:

...AGAIN CANDIDATE

PHOTOS FOR THE GENERAL ELECTION

1. BUSH HIT DUKAKIS HARD WITH THE CONVICT *TURNSTILE* *AD*. / AP photo

2. BUSH'S SELECTION OF DAN QUAYLE WAS WIDELY SEEN AS A BLUNDER...

5/3,K/3 (Item 2 from file: 631)

DIALOG(R)File 631:Boston Globe

(c) 2002 Boston Globe. All rts. reserv.

04524676

WILL YUPPIES GO FOR THE PUPPIES? WONDERLAND TRACK UNDERGOES FACELIFT IN ATTEMPT TO DRAW NEW CROWD

BOSTON GLOBE (BG) - TUESDAY April 26, 1988

By: Alex Beam, Globe Staff

Edition: THIRD Section: BUSINESS Page: 27

Word Count: 1,060

TEXT:

...t believe it," a bedazzled Wonderlander moaned, shaking his head in front of the new *sign* posted outside the *turnstiles*: "The Grandstand dress code requires shirt and shoes. The following forms of dress are not

...

5/3,K/4 (Item 3 from file: 631)

DIALOG(R)File 631:Boston Globe

(c) 2002 Boston Globe. All rts. reserv.

04061847

THEY WERE LINED UP -- BUT NOT TO GET IN
BOSTON GLOBE (BG) - MONDAY October 5, 1987
By: John Powers, Globe Staff
Edition: THIRD Section: SPORTS Page: 38
Word Count: 733

... agreed with Fairchild. Some of them showed up anyway but refused to go through the *turnstiles*, asking the ex-Patriots to *sign* their tickets as souvenirs.

"Ninety-seven of us bought seats a couple of months ago...

5/3,K/5 (Item 4 from file: 631)
DIALOG(R)File 631:Boston Globe
(c) 2002 Boston Globe. All rts. reserv.

04025752

CAKE, FREE RIDES CHRISTEN 8 STATIONS
BOSTON GLOBE (BG) - SUNDAY May 3, 1987
By: Susan Bickelhaupt, Globe Staff
Edition: THIRD Section: METRO Page: 37
Word Count: 624

... of the new station with its high arched ceiling. Workers put the finishing touches on *turnstiles*, labeling them with "Enter" and "Exit" *signs*.

Meanwhile, at Forest Hills, the other end of the new line, a jazz band entertained...

5/3,K/6 (Item 5 from file: 631)
DIALOG(R)File 631:Boston Globe
(c) 2002 Boston Globe. All rts. reserv.

00612761

IN THIS CORNER ATTN. CHARLIE: AVOID METRO
BOSTON GLOBE (BG) - TUESDAY May 5, 1981
By: Tony Chamberlain Globe Staff
Edition: FIRST Section: RUN OF PAPER
Word Count: 1,142

... I returned to New Carrollton that afternoon and inserted my card to get out, the *turnstile* did not open. Instead a *sign* went on instructing me (and the rest with me) to proceed to the addfare machine...

5/3,K/7 (Item 6 from file: 631)
DIALOG(R)File 631:Boston Globe
(c) 2002 Boston Globe. All rts. reserv.

00557787

MBTA ADMITS CLOSING STATIONS IN SLACK PERIODS
BOSTON GLOBE (BG) - THURSDAY August 28, 1980
By: Associated Press
Edition: SIXTH Section: RUN OF PAPER
Word Count: 271

... bound side of Central Square. The station was blocked off by wire mesh

and nonreversible *turnstiles*, but no *sign* was posted to explain the closing. A number of passengers discovered a loose flap in...

5/3,K/8 (Item 1 from file: 632)
DIALOG(R)File 632:Chicago Tribune
(c) 2002 Chicago Tribune. All rts. reserv.

01978153

Ignore friends

Making the most of 48 hours in Manhattan
Chicago Tribune (CT) -- SUNDAY June 7, 1992
By: Cheryl Blackerby, Cox News Service
Edition: FINAL EDITION Section: TRAVEL Page: 8
Word Count: 1,470

...escalator down to the subway. Buy a token for \$1.25, put it in the *turnstile* and follow the *signs* to the No. 1 and No. 9 trains that go to Times Square. This is...

5/3,K/9 (Item 2 from file: 632)
DIALOG(R)File 632:Chicago Tribune
(c) 2002 Chicago Tribune. All rts. reserv.

01635339

\$1.25 CTA fare on the horizon
Rate would apply to trains all day, buses in rush hour
Chicago Tribune (CT) - WEDNESDAY February 7, 1990
By: Gary Washburn, Transportation writer
Edition: NORTH SPORTS FINAL Section: NEWS Page: 1
Word Count: 771

...revamped fare structure would mean having to make a variety of physical alterations-from changing *signs* to adjusting *turnstiles* and fareboxes-throughout the CTA system. But Sawyer said that the necessary changes could be...

5/3,K/10 (Item 1 from file: 633)
DIALOG(R)File 633:Phil.Inquirer
(c) 2002 Philadelphia Newspapers Inc. All rts. reserv.

05059467

METROPOLITAN AREA NEWS IN BRIEF
PHILADELPHIA INQUIRER (PI) - MONDAY September 11, 1989
Edition: FIRST Section: LOCAL Page: B02
Word Count: 129

... accept the coins, which honor the early 20th-century women's rights leader.

The altered *turnstiles* are marked with a red *sign* showing a hand holding a \$1 coin. Seven of the machines are in the World...

5/3,K/11 (Item 2 from file: 633)
DIALOG(R)File 633:Phil.Inquirer
(c) 2002 Philadelphia Newspapers Inc. All rts. reserv.

04548289

A TIDY TOILET PAYS OFF FOR NEW SOVIET CO-OP
PHILADELPHIA INQUIRER (PI) - THURSDAY July 28, 1988

By: Steve Goldstein, Inquirer Staff Writer
 Edition: FINAL Section: NATIONAL Page: A01
 Word Count: 1,206

CAPTION:

...2. A *sign* on a *turnstile* at the public toilet shows where to pay.
 (The Philadelphia Inquirer / TOM GRALISH)

5/3,K/12 (Item 3 from file: 633)
 DIALOG(R)File 633:Phil.Inquirer
 (c) 2002 Philadelphia Newspapers Inc. All rts. reserv.

03049137

A WORLD APART HE HAS BUILT A GARDEN FILLED WITH ASIAN SPLENDOR
 PHILADELPHIA INQUIRER (PI) - THURSDAY August 1, 1985

By: Dominic Sama, Inquirer Staff Writer
 Edition: WEST Section: NEIGHBORS MAIN LINE Page: M02
 Word Count: 1,972

TEXT:

... miniature waterfalls, a bamboo grove, a teahouse and stone bridges - does not woo tourists with *advertisements*, and visitors can pass through the wooden *turnstiles* at the entrance for free.

5/3,K/13 (Item 1 from file: 634)
 DIALOG(R)File 634:San Jose Mercury
 (c) 2002 San Jose Mercury News. All rts. reserv.

07725164

WHY DOES IT MATTER SO MUCH THAT BASEBALL IS GOING, GOING, GONE?
 San Jose Mercury News (SJ) - Friday, August 12, 1994
 By: MIKE HALE, Mercury News Staff Writer
 Edition: Morning Final Section: Living Page: 1C
 Word Count: 1,452

TEXT:

WELCOME to Mudville.

There is no joy today for baseball fans, those walking dollar *signs* who passed through major league *turnstiles* 70,256,459 times last year. Baseball has struck out. Fighting over issues many fans...

5/3,K/14 (Item 1 from file: 635)
 DIALOG(R)File 635:Business Dateline(R)
 (c) 2002 ProQuest Info&Learning. All rts. reserv.

0027650 87-06337

Six Flags Still Fresh in Its 20th Year
 John, McCosh
 Atlanta Business Chronicle (Atlanta, GA, US), V9 N42 s2 p3B
 PUBL DATE: 870316
 WORD COUNT: 869
 DATELINE: Atlanta, GA, US

TEXT:

...visitors this year. This will join the 50 million people who have passed through the *turnstiles* since June 7, 1967, when the *Log* Flume first soaked laughing riders.

Spurgeon Richardson, vice president and general manager of the park...

5/3,K/15 (Item 1 from file: 638)
 DIALOG(R)File 638:Newsday/New York Newsday
 (c) 2002 Newsday Inc. All rts. reserv.

07113076

Turnstile Justice

Newsday (ND) - Friday April 23, 1993
 Edition: CITY Section: VIEWPOINTS Page: 64
 Word Count: 297

...can't step up maintenance, can't it at least put an "out-of-order" *sign* on broken *turnstiles*? Commuters who spot broken equipment should call their station managers at 718-330-3222 to...

5/3,K/16 (Item 2 from file: 638)
 DIALOG(R)File 638:Newsday/New York Newsday
 (c) 2002 Newsday Inc. All rts. reserv.

07024233

ON THE GO

Newsday (ND) - Sunday January 24, 1993
 By: Elizabeth Wissner-Gross. STAFF WRITER
 Edition: ALL EDITIONS Section: TRAVEL Page: 03
 Word Count: 631

TEXT:

...at the lift, his or her arm passes over a magnetic reader that unlatches the *turnstile*. The watch can be read through *sleeves* and gloves.

5/3,K/17 (Item 3 from file: 638)
 DIALOG(R)File 638:Newsday/New York Newsday
 (c) 2002 Newsday Inc. All rts. reserv.

06347032

INSIDE NEW YORK

Newsday (ND) - Friday December 6, 1991
 By: Anthony Scaduto, Doug Vaughan and Linda Stasi. Edited by Linda Stasi
 Edition: CITY Section: NEWS Page: 13
 Word Count: 987

...the museum open. If a subway car is not your thing, you can buy old *signs*, badges, *turnstile*, papers and our own Jim Dwyer. No, he's not on sale, but he'll...

5/3,K/18 (Item 4 from file: 638)
 DIALOG(R)File 638:Newsday/New York Newsday
 (c) 2002 Newsday Inc. All rts. reserv.

05327057

BROOKLYN NEIGHBORHOODS

NEWSDAY (ND) - Friday November 17, 1989
 Edition: BROOKLYN Section: NEWS Page: 23
 Word Count: 537

...such items as a bus, an R-10 subway car, yard signals and 42nd Street *signs*, subway station light globes, fare boxes, *turnstile*, vintage lamp posts and hard hats.

The tag sale begins at 11 a.m. at...

5/3,K/19 (Item 5 from file: 638)
 DIALOG(R)File 638:Newsday/New York Newsday
 (c) 2002 Newsday Inc. All rts. reserv.

05268067

TA TAKING HEAT ON TURNSTILE ARREST POLS PRESS FOR REVIEW OF CASE
 NEWSDAY (ND) - Wednesday September 20, 1989
 By: Joseph W. Queen
 Edition: CITY Section: NEWS Page: 08
 Word Count: 457

...station inaccessible.

But TA officials said that they had chained the entrance - without putting up *signs* - because the *turnstile* was broken. An undercover transit officer watched Strasser cut the chain and then arrested him...

5/3,K/20 (Item 6 from file: 638)
 DIALOG(R)File 638:Newsday/New York Newsday
 (c) 2002 Newsday Inc. All rts. reserv.

04734012

IN THE STANDS NO, YOU CAN'T SEE THERE FROM HERE
 NEWSDAY (ND) - Wednesday August 17, 1988
 By: Rita Ciolli and Peter M. Gianotti
 Edition: NASSAU AND SUFFOLK Section: SPORTS Page: 133
 Word Count: 904

...swallowing lot. The streets are safe.

But they don't play ball outside.

The first *sign* you see after passing through the *turnstile* states: "Binoculars for Rent." If you're in the upper levels of the reserved seating...

5/3,K/21 (Item 7 from file: 638)
 DIALOG(R)File 638:Newsday/New York Newsday
 (c) 2002 Newsday Inc. All rts. reserv.

04324133

LONG ISLAND: IT'S NOT PERFECT, BUT WHO WANTS PERFECT?
 Newsday (ND) - Saturday November 14, 1987
 By: Harvey Aronson. Harvey Aronson is Newsday's writing coach.
 Edition: NASSAU AND SUFFOLK Section: REAL ESTATE Page: 13
 Word Count: 1,049

...of New Jersey as well as New York. But we had to go through a *turnstile* and *sign* in with a security guard just to get to the elevator. I realized why after...

5/3,K/22 (Item 1 from fil : 640)
 DIALOG(R)File 640:San Francisco Chronicle
 (c) 2002 Chronicle Publ. Co. All rts. reserv.

06676056

EVERY NEW THRILL NEEDS ADJUSTMENT

San Francisco Chronicle (SF) - WEDNESDAY, June 24, 1992
 Edition: FINAL Section: DAILY DATEBOOK Page: E12
 Word Count: 620

... inches, up four inches from the Jet Star, and highest on the pike. By the *turnstile*, a large *sign* that appeared to have been written by a lawyer laid out the other grounds for...

5/3,K/23 (Item 2 from file: 640)

DIALOG(R)File 640:San Francisco Chronicle
 (c) 2002 Chronicle Publ. Co. All rts. reserv.

05028504

QUAKE DESTROYS 'BART' IN STUDIO'S THRILL RIDE
 SAN FRANCISCO CHRONICLE (SF) - FRIDAY March 17, 1989
 By: Tony Bizjak, Chronicle Staff Writer
 Edition: FINAL Section: NEWS Page: A1
 Word Count: 548

CAPTION:

PHOTO (2)

(1) *Turnstiles* and *signs* in the simulated station look much like those on BART, (2) Maps and Chronicle vending...

5/3,K/24 (Item 1 from file: 642)

DIALOG(R)File 642:The Charlotte Observer
 (c) 2002 Charlotte Observer. All rts. reserv.

07161021

SUTTLE'S PUDDLE' PULLS PLUG WILKINSON LANDMARK IS CLOSING AFTER 63 YEARS
 Charlotte Observer (CO) - WEDNESDAY, June 9, 1993
 By: STEPHANIE ERICKSON, Staff Writer
 Edition: FOUR Section: MECKLENBURG NEIGHBORS Page: 1
 Word Count: 1,346

...Puddle will be broken apart and buried.

An old-fashioned Coke machine, along with booths, *turnstile* and food *signs* from the restaurant, will be sold. Concrete picnic tables that were added in the 1950s...

CAPTION:

... s Puddle" will be broken apart and buried. An old Coke machine, along with booths, *turnstile* and food *signs* from the restaurant, will be sold. Picnic tables have found a new home at Carolina...

5/3,K/25 (Item 1 from file: 702)

DIALOG(R)File 702:Miami Herald
 (c) 2002 The Miami Herald Publishing Co. All rts. reserv.

07650613

NEW PIZZERIA BLENDS NY STYLE WITH A EUROPEAN ATMOSPHERE
 Miami Herald (MH) - SUN October 30, 1994
 By: ANNMARIE DODD Herald Staff Writer
 Edition: BRWRD Section: NEIGHBORS BSW Page: 15SW
 Word Count: 634

...Springs.

Artwork and New York City memorabilia in the pizza kitchen area include original subway *signs* for Madison Square Garden and a *turnstile* that accepts coin donations for the Make-a-Wish Foundation, instead of subway tokens. A...

5/3, K/26 (Item 2 from file: 702)

DIALOG(R)File 702:Miami Herald
(c) 2002 The Miami Herald Publishing Co. All rts. reserv.

06503039

SOUTH FLORIDA

Miami Herald (MH) - TUE January 14, 1992

By: Herald Staff

Edition: STATE Section: LOCAL Page: 1B

Word Count: 389

NEW LIBRARY: Amid the *signs* and the *turnstiles* at the Civic Center Metrorail station, 33 feet above the ground, sits a new mini...

5/3, K/27 (Item 3 from file: 702)

DIALOG(R)File 702:Miami Herald
(c) 2002 The Miami Herald Publishing Co. All rts. reserv.

06502648

NEW METRORAIL MINI-LIBRARY READY TO SERVE READERS ON GO

Miami Herald (MH) - MON January 13, 1992

By: YVETTE OUSLEY Herald Staff Writer

Edition: FINAL Section: LOCAL Page: 1B

Word Count: 303

TEXT:

Amid the *signs* and the *turnstiles* at the Civic Center Metrorail station, 33 feet above the ground, sits a new mini...

5/3, K/28 (Item 4 from file: 702)

DIALOG(R)File 702:Miami Herald
(c) 2002 The Miami Herald Publishing Co. All rts. reserv.

03034211

METRO TO PULL OUT STOPS FOR BIG RAIL DEDICATION

Miami Herald (MH) - SUN MAY 05 1985

By: LUIS FELDSTEIN SOTO Herald Staff Writer

Edition: FINAL Section: LOCAL Page: 1B

Word Count: 793

... t work, volunteers handing out free train tickets between 10 and 5 will block the *turnstiles* at the first *sign* of a crunch. Backing them up will be more than 250 police officers from four...

5/3, K/29 (Item 1 from file: 703)

DIALOG(R)File 703:USA Today
(c) 2002 USA Today. All rts. reserv.

07749090

PARALYMPIC MASCOT IN CUSTODY FIGHT

USA Today (US) - TUESDAY September 6, 1994

By: Michael Hiestand

Edition: FINAL Section: SPORTS Page: 03C

Word Count: 399

DESCRIPTORS: PARALYMPIC MASCOT; USOC; *TURNSTILE* *ADVERTISING*; ENTRY MEDIA; SPORTS FANS: TOPPS FOOTBALL CARDS; NATIONAL SPORTS LAW INSTITUTE; TELEPHONE NUMBER; SUBJECT TERMS...

5/3,K/30 (Item 2 from file: 703)

DIALOG(R)File 703:USA Today
(c) 2002 USA Today. All rts. reserv.

07658093

JORDAN PACKS 'EM IN FANS FLOCK TO SEE A SUB-.200 HITTER

USA Today (US) - TUESDAY June 7, 1994

By: Erik Brady
Edition: FINAL Section: SPORTS Page: 07C
Word Count: 1,016

...it is caught. Pitchers who strike him out, as many do, later ask him to *sign* the ball.

And *turnstiles* click at an unprecedeted pace. The Class AA Birmingham (Ala.) Barons draw sellout crowds on...

5/3,K/31 (Item 3 from file: 703)

DIALOG(R)File 703:USA Today
(c) 2002 USA Today. All rts. reserv.

07658092

JORDAN PACKS 'EM IN FANS FLOCK TO SEE A SUB-.200 HITTER

USA Today (US) - TUESDAY June 7, 1994

By: Erik Brady
Edition: FIRST Section: SPORTS Page: 07C
Word Count: 993

...it is caught. Pitchers who strike him out, as many do, later ask him to *sign* the ball.

And *turnstiles* click at an unprecedeted pace. The Class AA Birmingham Barons draw sellout crowds on the...

5/3,K/32 (Item 1 from file: 704)

DIALOG(R)File 704:(Portland)The Oregonian
(c) 2002 The Oregonian. All rts. reserv.

06804287

SONICS OFFER PAYTON, MAVS WANT MCKEY IN SWAP FOR DEREK HARPER

Oregonian (PO) - FRIDAY, October 30, 1992

Edition: FOURTH Section: SPORTS Page: D01
Word Count: 500

...in 1966. "It is going to be exciting to drive down 288 and see this *sign*."

NFL keeps *turnstiles* humming for fifth-best weekend average

The 12 NFL games played last weekend drew an...

5/3,K/33 (Item 1 from file: 706)

DIALOG(R)File 706:(New Orleans)Times Picayune

(c) 2000 Times Picayune. All rts. reserv.

08024098

FANS WILL HAVE TO DIG DEEP AGAIN FOR SAINTS

New Orleans Times Picayune (NO) - TUESDAY, January 24, 1995

By: Dave Lagarde

Edition: THIRD Section: SPORTS Page: E1

Word Count: 753

...this season.

And how did Rams owner Georgia Frontiere react to the downturn at the *turnstiles*? She didn't roll up her *sleeves* and vow to leave no stone unturned until the Rams did the right thing and...

?

```

show files;ds
File 608:KR/T Bus.News. 1992-2002/Jul 24
  (c)2002 Knight Ridder/Tribune Bus News
File 610:Business Wire 1999-2002/Jul 24
  (c) 2002 Business Wire.
File 612:Japan Economic Newswire(TM) 1984-2002/Jul 24
  (c) 2002 Kyodo News
File 613:PR Newswire 1999-2002/Jul 24
  (c) 2002 PR Newswire Association Inc
File 619:Asia Intelligence Wire 1995-2002/Jul 23
  (c) 2002 Fin. Times Ltd
File 624:McGraw-Hill Publications 1985-2002/Jul 24
  (c) 2002 McGraw-Hill Co. Inc
File 631:Boston Globe 1980-2002/Jul 23
  (c) 2002 Boston Globe
File 632:Chicago Tribune 1985-_2002/Jul 24
  (c) 2002 Chicago Tribune
File 633:Phil.Inquirer 1983-2002/Jul 21
  (c) 2002 Philadelphia Newspapers Inc
File 634:San Jose Mercury Jun 1985-2002/Jul 23
  (c) 2002 San Jose Mercury News
File 635:Business Dateline(R) 1985-2002/Jul 24
  (c) 2002 ProQuest Info&Learning
File 636:Gale Group Newsletter DB(TM) 1987-2002/Jul 24
  (c) 2002 The Gale Group
File 638:Newsday/New York Newsday 1987-2002/Jul 22
  (c) 2002 Newsday Inc.
File 640:San Francisco Chronicle 1988-2002/Jul 24
  (c) 2002 Chronicle Publ. Co.
File 641:Rocky Mountain News Jun 1989-2002/Jul 20
  (c) 2002 Scripps Howard News
File 642:The Charlotte Observer 1988-2002/Jul 21
  (c) 2002 Charlotte Observer
File 701:St Paul Pioneer Pr Apr 1988-2002/Jul 20
  (c) 2002 St Paul Pioneer Press
File 702:Miami Herald 1983-2002/Jul 23
  (c) 2002 The Miami Herald Publishing Co.
File 703:USA Today 1989-2002/Jul 23
  (c) 2002 USA Today
File 704:(Portland)The Oregonian 1989-2002/Jul 23
  (c) 2002 The Oregonian
File 705:The Orlando Sentinel 1988-2002/Jul 24
  (c) 2002 Orlando Sentinel
File 706:(New Orleans)Times Picayune 1989-2000/Sep 15
  (c) 2000 Times Picayune
File 707:The Seattle Times 1989-2002/Jul 22
  (c) 2002 Seattle Times
File 708:Akron Beacon Journal 1989-2002/Jul 21
  (c) 2002 Akron Beacon Journal

```

Set	Items	Description
S1	90	(TURNSTILE? OR TURN()STILE?) (7N) (AD OR ADVERTI? OR LOG OR - LOGOS OR SIGN? ? OR PRODUCT(2N)ANNOUC? OR SLEEVE? ?)
S2	88	RD (unique items)
S3	52	S2/1995:2002
S4	38	S1 NOT S3
S5	33	S4 NOT ADSLEEV?
?		

DATE: JULY 24, 2002

CLIENT: STRIMBU
LIBRARY: NEWS
FILE: ARCNWS

YOUR SEARCH REQUEST IS:
DATE BEF 1994 AND (TURNSTILE OR TURN STILE) W/10 ADVERTIS!

NUMBER OF STORIES FOUND WITH YOUR REQUEST THROUGH:
LEVEL 1... 33

Copyright 1991 A/S/M Communications, Inc.
ADWEEK

September 23, 1991, Southwest Edition

SECTION: BACK TALK

LENGTH: 853 words

HEADLINE: McCrary's Method: Taking It to the Street

BYLINE: BY RUSS PATE

HIGHLIGHT: Next month, says columnist Russ Pate, Mark McCrary will unveil Event TV.

BODY:

Calling Mark McCrary a main in motion amounts to more than a figure of speech. The 33-year-old founder and president of Motion Graphics is moving forward with innovative ways to bring together advertisers and consumers.

In an era where the efficacy of traditional media is being challenged and marketers are exploring alternatives, McCrary makes a persuasive pitch for mobile advertising and promotion. He wants advertisers to put their money where consumers' mouths are.

One of McCrary's brainstorms, a \$2-million bells-and-whistles mobile billboard called Big Mo, has spent the summer with Gloria Estefan's "Into the Light" U.S. tour. Bacardi Breezer, title sponsor of the tour, uses the state-of-the-art Sony Jumbotron videoscreen not only to promote the songstress' performances but also to push don't-drink-and-drive and drink-in-moderation PSAs.

Later this month at the Texas State Fair, McCrary will unveil his most ambitious concept to date: Event TV. Motion Graphics, in effect, will provide fair officials with their own closed-circuit TV network. Programming, produced by Motion Graphics and presented on oversized indoor videoscreens, outdoor video towers, and the ubiquitous Big Mo, will include everything from event schedules to taped highlights of the livestock judging or pie-baking contest. Boy howdy.

The millions of Texans clicking the **turnstiles** will also be treated -- if that's the right word -- to commercials and infomercials courtesy of **advertisers** like Ford Trucks, Mitsubishi, Circuit City, MCI and Sony. Title sponsor Pepsi will get to apply the tag "Pepsi Video Network" to the whole shebang.

McCrary, naturally, sees the situation as win-win. A win for fairgoers who will receive up-to-the-minute information about fair activities and special events; a win for advertisers who've paid between \$20,000 and \$70,000 for the privilege, as McCrary puts it, of using "a compelling medium to reach a very positive audience."

(Assuming a large group of Texans could be called such a thing.)

McCrary has found an emerging, able-to-allocate-ad-dollars audience among marketers seeking product exposure and trial in venues ranging from rock concerts and sporting events to major trade conventions. Anyplace your basic six-figures crowd gathers. With a fleet of 20 promotional vehicles (PVs), McCrary also can satisfy marketers looking for promotional help with small, targeted groups gathered at the grocery store, church, school or mall.

It's not that McCrary's 5-year-old, Addison, Texas-based company (1991 revenues: \$3 million) hasn't had to deal with resistance in the marketplace -- some of it from the internal politics over which marketing budgets to draw down. (Clients, for the uninitiated, have had some terrific tug-of-wars to protect their own budgets and turf.)

And some resistance, naturally, has to do with unfamiliarity with the product. "It's a common reflex in the ad community to assume that anything new and non-traditional is a risky buy. The real truth is that traditional media is a

risky buy," McCrary says, pointing to clutter, market fragmentation, imprecise measurement, escalating cost and lack of control.

"My premise is simple. Advertising dollars spent on traditional media are not as effective as ad dollars spent on well-placed, well-designed non-traditional media," he maintains. "In my opinion, the smart, advertiser of the 1990s will be the one who realizes that an evenly divided basket of traditional and non-traditional media is much better than a basket of traditional media only."

McCrary, an East Texas (Winnipeg) native and TCU graduate, got his first exposure to advertising in the early 1980s, working in billboard space sales for Texas Advertising in Arlington. He learned the three keys to the billboard business -- location, location, location -- and discovered his own secret formula for success: lease the darn thing before you build it.

McCrary later formed his own billboard company, Venture Outdoor Advertising, which owned roughly 70 boards, principally on the periphery of the Dallas-Fort Worth metropolitan area when he sold out to Whiteco. He plowed the proceeds into Motion Graphics.

The billboard experience convinced McCrary of the potential in outdoor marketing. He began drafting plans for the prototype of his promotional vehicle -- one that would give advertisers the flexibility to appear in one location one day, another the next. One that could target an advertiser's customers -- be they at the beach or the gym. One that would allow advertisers to conduct product sampling or couponing at the point-of-sale.

"With our unique fleet of trucks, we are a tactical marketing tool that provides mobile advertising and mobile promotional services," says McCrary. "Marketers want advertising and promotion to work synergistically. That is the concept of what I did."

Calling Mark McCrary a man in motion may suffice for now. But as his fleet of PVs expands, as Big Mo rolls and as media buyers become familiar with Event TV -- we may have to call him something else.

Maybe big wheel.

Copyright 1981 The New York Times Company
The New York Times

March 16, 1981, Monday, Late City Final Edition

SECTION: Section A; Page 22, Column 4; Editorial Desk

LENGTH: 432 words

HEADLINE: TO RESUSCITATE THE SUBWAYS

BODY:

To the Editor:

A prediction: with another fare increase, subway ridership will go down. It happens every time. Fewer riders pay higher fares for less service, more businesses suffer, more New Yorkers abandon their city and an ever greater strain is placed on slow surface traffic.

In order to keep and attract customers, the subways need desperately to be made safer, cleaner and more efficient. It can be done.

Start by recycling existing resources:

* Release the legion of token sellers from their nonproductive paperwork by instituting exact-fare rides. Assign them instead to teams headed by a station master.

* That station master would be responsible for deploying his/her team to best advantage, e.g., assisting passengers, seeing that laws are obeyed, reprimanding unruly children and doing preventive maintenance and housekeeping chores.

* To eliminate much of the filth on platforms, on tracks and in cars, prohibit smoking, eating and drinking beyond turnstiles.

* Install benches on both sides of the turnstiles to encourage people to wait for trains in safe, comfortable and well-lit areas. This is particularly applicable to the IND line, where service is spotty and stations are cavernous.

* Post maps and other information at **turnstiles**. **Advertisers** could vie for space on boards displaying a clock, schedules and directional guides.

* Convert a station's main token booth into a mini-communications center, where the station master on duty could keep track of train delays and post such information. Schedules at turnstiles would allow people to time their travels and avoid long waits on often scary, cold, benchless platforms.

* Solicit the cooperation of business. Staggered working hours relieve rush-hour congestion. Attractive advertising space for local merchants, galleries, theaters and restaurants could help pay for station upkeep. (In residential areas, provide bulletin boards where residents could post notices for music lessons, baby sitting, community meetings, etc.)

* Teams at best-run, most innovative stations would receive wellpublicized accolades from the Mayor (they could even be feted by local merchants) and earn extra time-off credits.

The trains themselves are a whole other story. Surely there's no excuse for grime-coated trains leaving their barns with broken lights and without proper destination signs. Fancy, overly automated, easily broken equipment has proved extravagant and wasteful. Those responsible for purchasing new equipment should remember that very often less is more.

JEAN E. HURLEY, New York, March 10, 1981

Copyright 2001 The Editor & Publisher Co.

Editor and Publisher Magazine

January 1, 2001

SECTION: MARKETING AND SALES; Pg.26

LENGTH: 425 words

BYLINE: Ellen Liburt

BODY: **TURNSTILE AD SPIN: HEY, GIVE IT A WHIRL**

Entry Media counts almost 20 newspapers among its clients

To everything there is a season (turn, turn, turn) ... and a time for every purpose (turn, turn, turn) -- and that includes advertising, judging by Turnstile AdSleeve Armcovers, a "revolutionary" branding tool nearly 20 newspapers have worked into their imaging strategies at entertainment arenas nationwide.

Martin Hering, president of Entry Media Inc. in Winter Park, Fla., was waiting to meet a friend at the entrance of an Orlando Magic

basketball game in 1992 when he noticed that most people glance down at turnstiles before passing through, inspiring his idea for the patented, plastic tubes that fit over turnstile arms, displaying a sponsor's color ads. Explaining that sponsors use AdSleeves to "tie in" with the enthusiasm sports fans feel when they watch their teams play, Hering, 40, said a market study he commissioned showed fans remember these ads up to 1,500% more than other forms of arena advertising. AdSleeves are in use at almost 100 U.S. venues. Entry Media receives fees based on attendance.

Manager of Special Events Glenn Drosendahl at the Seattle Post-Intelligencer said that securing the scoreboard and turnstiles at the Mariners' Safeco Field has given the P-I "pretty much blanket coverage of the whole baseball experience for people in Seattle."

"When we saw the turnstiles, we thought it was fabulous reinforcement of the newspaper itself because it looks like a rolled newspaper," said Consumer Marketing Manager Nancy Long of the St. Louis Post-Dispatch, which uses them at the Rams' TWA Dome, Savis Center, the Cardinals' Busch Stadium, and Six Flags amusement park. Long said she appreciates the "added value" of advertising at sports venues that host other events.

Promotion Director Gari Brindle said the primary reason The Philadelphia Inquirer, Daily News, and philly.com (which are promoted at the 76ers' First Union Center and the Flyers' First Union Spectrum) use turnstiles is "to reach readers -- and readers are advertisers. The people who read us are also deciding to purchase advertising with us."

Andrew Rothstein, manager of marketing promotions for New York's Newsday, noted that the AdSleeves -- used as part of a "tiered approach" at Nassau Coliseum, Long Island Ducks EAB Park, and Hofstra (University) Arena -- offer bonus when games are televised because the establishing shot is usually of fans entering a venue through turnstiles, so "we've gotten good play from that."

LOAD-DATE: January 8, 2001

DATE: JULY 24, 2002

CLIENT: STRIMBU

LIBRARY: NEWS

FILE: ARCNWS

YOUR SEARCH REQUEST IS:

DATE BEF 1994 AND (TURNSTILE OR TURN STILE) W/10 ADVERTIS!

NUMBER OF STORIES FOUND WITH YOUR REQUEST THROUGH:

LEVEL 1... 33

Copyright 1991 A/S/M Communications, Inc.
ADWEEK

September 23, 1991, Southwest Edition

SECTION: BACK TALK

LENGTH: 853 words

HEADLINE: McCrary's Method: Taking It to the Street

BYLINE: BY RUSS PATE

HIGHLIGHT: Next month, says columnist Russ Pate, Mark McCrary will unveil Event TV.

BODY:

Calling Mark McCrary a main in motion amounts to more than a figure of speech. The 33-year-old founder and president of Motion Graphics is moving forward with innovative ways to bring together advertisers and consumers.

In an era where the efficacy of traditional media is being challenged and marketers are exploring alternatives, McCrary makes a persuasive pitch for mobile advertising and promotion. He wants advertisers to put their money where consumers' mouths are.

One of McCrary's brainstorms, a \$2-million bells-and-whistles mobile billboard called Big Mo, has spent the summer with Gloria Estefan's "Into the Light" U.S. tour. Bacardi Breezer, title sponsor of the tour, uses the state-of-the-art Sony Jumbotron videoscreen not only to promote the songstress' performances but also to push don't-drink-and-drive and drink-in-moderation PSAs.

Later this month at the Texas State Fair, McCrary will unveil his most ambitious concept to date: Event TV. Motion Graphics, in effect, will provide fair officials with their own closed-circuit TV network. Programming, produced by Motion Graphics and presented on oversized indoor videoscreens, outdoor video towers, and the ubiquitous Big Mo, will include everything from event schedules to taped highlights of the livestock judging or pie-baking contest. Boy howdy.

The millions of Texans clicking the turnstiles will also be treated -- if that's the right word -- to commercials and infomercials courtesy of advertisers like Ford Trucks, Mitsubishi, Circuit City, MCI and Sony. Title sponsor Pepsi will get to apply the tag "Pepsi Video Network" to the whole shebang.

McCrary, naturally, sees the situation as win-win. A win for fairgoers who will receive up-to-the-minute information about fair activities and special events; a win for advertisers who've paid between \$20,000 and \$70,000 for the privilege, as McCrary puts it, of using "a compelling medium to reach a very positive audience."

(Assuming a large group of Texans could be called such a thing.)

McCrary has found an emerging, able-to-allocate-ad-dollars audience among marketers seeking product exposure and trial in venues ranging from rock concerts and sporting events to major trade conventions. Anyplace your basic six-figures crowd gathers. With a fleet of 20 promotional vehicles (PVs), McCrary also can satisfy marketers looking for promotional help with small, targeted groups gathered at the grocery store, church, school or mall.

It's not that McCrary's 5-year-old, Addison, Texas-based company (1991 revenues: \$3 million) hasn't had to deal with resistance in the marketplace -- some of it from the internal politics over which marketing budgets to draw down. (Clients, for the uninitiated, have had some terrific tug-of-wars to protect their own budgets and turf.)

And some resistance, naturally, has to do with unfamiliarity with the product. "It's a common reflex in the ad community to assume that anything new and non-traditional is a risky buy. The real truth is that traditional media is a

risky buy," McCrary says, pointing to clutter, market fragmentation, imprecise measurement, escalating cost and lack of control.

"My premise is simple. Advertising dollars spent on traditional media are not as effective as ad dollars spent on well-placed, well-designed non-traditional media," he maintains. "In my opinion, the smart, advertiser of the 1990s will be the one who realizes that an evenly divided basket of traditional and non-traditional media is much better than a basket of traditional media only."

McCrary, an East Texas (Winn斯boro) native and TCU graduate, got his first exposure to advertising in the early 1980s, working in billboard space sales for Texas Advertising in Arlington. He learned the three keys to the billboard business -- location, location, location -- and discovered his own secret formula for success: lease the darn thing before you build it.

McCrary later formed his own billboard company, Venture Outdoor Advertising, which owned roughly 70 boards, principally on the periphery of the Dallas-Fort Worth metropolitan area when he sold out to Whiteco. He plowed the proceeds into Motion Graphics.

The billboard experience convinced McCrary of the potential in outdoor marketing. He began drafting plans for the prototype of his promotional vehicle -- one that would give advertisers the flexibility to appear in one location one day, another the next. One that could target an advertiser's customers -- be they at the beach or the gym. One that would allow advertisers to conduct product sampling or couponing at the point-of-sale.

"With our unique fleet of trucks, we are a tactical marketing tool that provides mobile advertising and mobile promotional services," says McCrary. "Marketers want advertising and promotion to work synergistically. That is the concept of what I did."

Calling Mark McCrary a man in motion may suffice for now. But as his fleet of PVs expands, as Big Mo rolls and as media buyers become familiar with Event TV -- we may have to call him something else.

Maybe big wheel.

Copyright 1981 The New York Times Company
The New York Times

March 16, 1981, Monday, Late City Final Edition

SECTION: Section A; Page 22, Column 4; Editorial Desk

LENGTH: 432 words

HEADLINE: TO RESUSCITATE THE SUBWAYS

BODY:

To the Editor:

A prediction: with another fare increase, subway ridership will go down. It happens every time. Fewer riders pay higher fares for less service, more businesses suffer, more New Yorkers abandon their city and an ever greater strain is placed on slow surface traffic.

In order to keep and attract customers, the subways need desperately to be made safer, cleaner and more efficient. It can be done.

Start by recycling existing resources:

* Release the legion of token sellers from their nonproductive paperwork by instituting exact-fare rides. Assign them instead to teams headed by a station master.

* That station master would be responsible for deploying his/her team to best advantage, e.g., assisting passengers, seeing that laws are obeyed, reprimanding unruly children and doing preventive maintenance and housekeeping chores.

* To eliminate much of the filth on platforms, on tracks and in cars, prohibit smoking, eating and drinking beyond turnstiles.

* Install benches on both sides of the turnstiles to encourage people to wait for trains in safe, comfortable and well-lit areas. This is particularly applicable to the IND line, where service is spotty and stations are cavernous.

* Post maps and other information at **turnstiles**. **Advertisers** could vie for space on boards displaying a clock, schedules and directional guides.

* Convert a station's main token booth into a mini-communications center, where the station master on duty could keep track of train delays and post such information. Schedules at turnstiles would allow people to time their travels and avoid long waits on often scary, cold, benchless platforms.

* Solicit the cooperation of business. Staggered working hours relieve rush-hour congestion. Attractive advertising space for local merchants, galleries, theaters and restaurants could help pay for station upkeep. (In residential areas, provide bulletin boards where residents could post notices for music lessons, baby sitting, community meetings, etc.)

* Teams at best-run, most innovative stations would receive wellpublicized accolades from the Mayor (they could even be feted by local merchants) and earn extra time-off credits.

The trains themselves are a whole other story. Surely there's no excuse for grime-coated trains leaving their barns with broken lights and without proper destination signs. Fancy, overly automated, easily broken equipment has proved extravagant and wasteful. Those responsible for purchasing new equipment should remember that very often less is more.

JEAN E. HURLEY, New York, March 10, 1981

Copyright 2001 The Editor & Publisher Co.

Editor and Publisher Magazine

January 1, 2001

SECTION: MARKETING AND SALES; Pg.26

LENGTH: 425 words

BYLINE: Ellen Liburt

BODY: TURNSTILE AD SPIN: HEY, GIVE IT A WHIRL

Entry Media counts almost 20 newspapers among its clients

To everything there is a season (turn, turn, turn) ... and a time for every purpose (turn, turn, turn) -- and that includes **advertising**, judging by Turnstile AdSleeve Armcovers, a "revolutionary" branding tool nearly 20 newspapers have worked into their imaging strategies at entertainment arenas nationwide.

Martin Hering, president of Entry Media Inc. in Winter Park, Fla., was waiting to meet a friend at the entrance of an Orlando Magic

basketball game in 1992 when he noticed that most people glance down at turnstiles before passing through, inspiring his idea for the patented, plastic tubes that fit over turnstile arms, displaying a sponsor's color ads. Explaining that sponsors use AdSleeves to "tie in" with the enthusiasm sports fans feel when they watch their teams play, Hering, 40, said a market study he commissioned showed fans remember these ads up to 1,500% more than other forms of arena advertising. AdSleeves are in use at almost 100 U.S. venues. Entry Media receives fees based on attendance.

Manager of Special Events Glenn Drosendahl at the Seattle Post-Intelligencer said that securing the scoreboard and turnstiles at the Mariners' Safeco Field has given the P-I "pretty much blanket coverage of the whole baseball experience for people in Seattle."

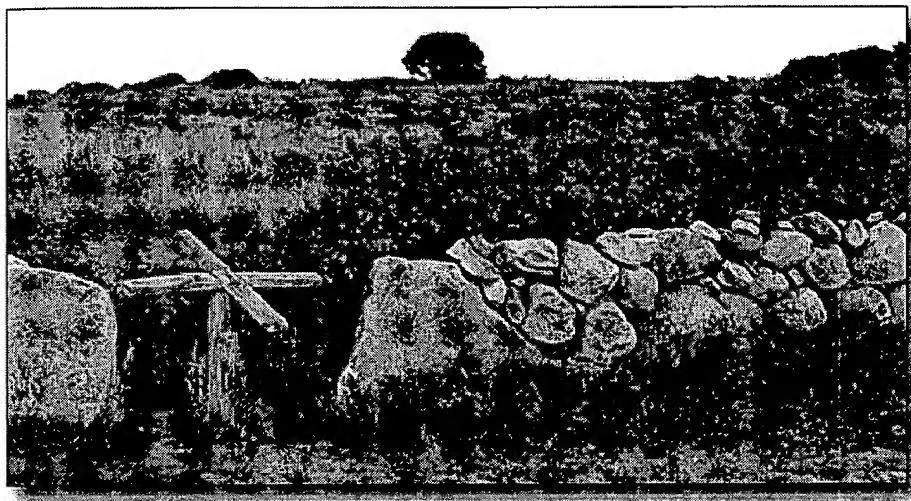
"When we saw the turnstiles, we thought it was fabulous reinforcement of the newspaper itself because it looks like a rolled newspaper," said Consumer Marketing Manager Nancy Long of the St. Louis Post-Dispatch, which uses them at the Rams' TWA Dome, Savis Center, the Cardinals' Busch Stadium, and Six Flags amusement park. Long said she appreciates the "added value" of advertising at sports venues that host other events.

Promotion Director Gari Brindle said the primary reason The Philadelphia Inquirer, Daily News, and philly.com (which are promoted at the 76ers' First Union Center and the Flyers' First Union Spectrum) use **turnstiles** is "to reach readers -- and readers are **advertisers**. The people who read us are also deciding to purchase advertising with us."

Andrew Rothstein, manager of marketing promotions for New York's Newsday, noted that the AdSleeves -- used as part of a "tiered approach" at Nassau Coliseum, Long Island Ducks EAB Park, and Hofstra (University) Arena -- offer a bonus when games are televised because the establishing shot is usually of fans entering a venue through turnstiles, so "we've gotten good play from that."

LOAD-DATE: January 8, 2001

Turnstile History



Block Island, RI

The origins of the **TURNSTILE** date back to first millennium England.

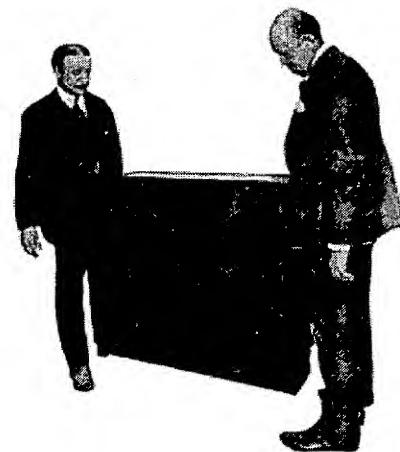
The first turnstile maker was probably a farmer. Our farmer would have had cattle and crops and he would have fenced off the border between his crops and live stock with a rock wall.

In order to make going from his crops area to his livestock area easier, while keeping his cattle away from his crops, he would have built a stone STILE in his wall. The stone STILE probably consisted of two steps up, a short platform and two steps down.

At some point, our farmer would have grown tired of trudging up and down the steps of his **STILE**. One day, our enterprising farmer decided to plunge a post into the ground and mount a cross of wood on top of the post. He would have used a spike to keep the cross on the post and the cross would have rotated about the spike like the propeller of an airplane. Hence the **TURNSTILE**.

Today if you ask someone what a turnstile is, they will think of a housing with a revolving head mounted to it like a three-legged milk-stool on its side. This is, in fact, the very concept developed by John Perey and Conrad Trubenbach in approximately 1928.

Today, turnstiles are as much mechanical devices as electronic. The turnstile has evolved from a simple counting device to a device that can, for example, count, scan a ticket, communicate via radio with a database management system to validate a ticket and be unlocked, all within milliseconds and all powered by battery.



While Perey Turnstiles, Inc., manufactures Optical Stiles (with no arms at all), Drop Arm Stiles (one long arm), Roto-Gates (7' tall turnstiles) and gates, there is still only one absolutely reliable way to insure ONE entry per ticket or I.D. card and ONE count per person - That is the venerable turnstile.

We owe a debt to Mr. John Perey and Mr. Conrad Trubenbach who began the modern age of the turnstile and, if you think about it, may have touched more people with their invention than any other people on earth.

[HOMEPAGE](#) | [HISTORY](#) | [PRODUCTS](#) | [NEWS](#) | [CONTACT](#) | [SITEMAP](#)

PEREY TURNSTILES, INC.

291 Pepe's Farm Rd., Milford, CT 06460. USA 203-301-0885, Fax: 203-301-0890

[E-Mail Us](#) © Perey Turnstiles, Inc. All rights reserved. [PRIVACY STATEMENT](#).

5/3,K/1 (Item 1 from file: 710)
 DIALOG(R)File 710:Times/Sun.Times(London)
 (c) 2002 Times Newspapers. All rts. reserv.

05059100

CHAOTIC SCENES AS GATES ARE SHUT FOOTBALL
 Times of London (TL) - Tuesday, JanUary 24, 1989
 By: Ian Ross
 Word Count: 224

TEXT:

... several thousand more would- be spectators were drifting disconsolately homewards. L They had been denied *ad* mission after the *turnstiles* at Old Trafford had been pre maturely shut because of "safety reasons". In an un...

5/3,K/2 (Item 1 from file: 711)
 DIALOG(R)File 711:Independent(London)
 (c) 2002 Newspaper Publ. PLC. All rts. reserv.

11004098

DEMISE OF THE DOME: 'WHAT AM I BID FOR 15,000 CIRCUS COSTUMES, 27 ENTRANCE TURNSTILES AND ONE LARGE REPLICA MOUSE?'
 Independent (IN) - Thursday, January 4, 2001
 By: Marie Woolf
 Edition: FOREIGN Section: News Page: 9
 Word Count: 955

... glass fronted and stainless steel lifts, 17 escalators and travelators, 140 CCTV cameras, 27 entrance *turnstiles*, barriers, fencing and handrails

Portable buildings and *signs* : Various relocatable buildings, 200 pedestrian walkway canopies, street furniture, retail kiosks and information signs.

Restaurant...

5/3,K/3 (Item 2 from file: 711)
 DIALOG(R)File 711:Independent(London)
 (c) 2002 Newspaper Publ. PLC. All rts. reserv.

07147026

Football: Millwall pay a tender farewell to the Den
 Independent (IN) - Thursday, May 27, 1993
 By: OWEN SLOT
 Edition: 3 Section: Sport Page Page: 38
 Word Count: 426

TEXT:

... 4 June, the successful tenderers will be notified and 11 sets of Millwall gates, 37 *turnstiles* and 53 Millwall *signs* will disappear into various homes and gardens around South London. The turnstiles are expected to...

5/3,K/4 (Item 1 from file: 712)
 DIALOG(R)File 712:Palm Beach Post
 (c) 2002 Palm Beach Newspapers Inc. All rts. reserv.

06617175

48 HOURS IN NEW YORK

Palm Beach Post (PB) - SUNDAY April 26, 1992
 By: CHERYL BLACKERBY, Palm Beach Post Travel Editor
 Edition: FINAL Section: TRAVEL Page: 1G
 Word Count: 1,623

...escalator down to the subway. Buy a token for \$1.25, put it in the *turnstile* and follow the *signs* to the No. 1 and No. 9 trains that go to Times Square. This is...

5/3,K/5 (Item 1 from file: 713)

DIALOG(R)File 713:Atlanta J/Const.
 (c) 2002 Atlanta Newspapers. All rts. reserv.

06568157

1990 DISABILITIES ACT MAKING LIFE ACCESSIBLE

Atlanta Constitution (AC) - Sunday March 8, 1992
 By: Cynthia Durcanin STAFF WRITER
 Section: LOCAL NEWS Page: D/1
 Word Count: 1,712

CAPTION:

... Barrier removal; interpreters; Braille availability; audio recordings; lower shelves and telephones; "talking" calculators; large-letter *signs*; alternative path to *turnstile* entrances; paper and pencils at sales counters; Telecommunications Devices for the Deaf (TDDs); doors and...

5/3,K/6 (Item 2 from file: 713)

DIALOG(R)File 713:Atlanta J/Const.
 (c) 2002 Atlanta Newspapers. All rts. reserv.

06324109

BUSINESS REPORT: ON MEDIA & ADVERTISING DELTA SPEAKS MANY TONGUES

Atlanta Constitution (AC) - Tuesday November 19, 1991
 By: Melissa Turner STAFF WRITER
 Section: BUSINESS Page: C/2
 Word Count: 643

... entertainment and leisure magazine, will cease publication with the November issue. New York-based owner *Turnstile* Publishing cites weak *advertising* because of the recession. . . . The Morrison Agency of Atlanta will handle advertising for Atlanta-based...

5/3,K/7 (Item 1 from file: 716)

DIALOG(R)File 716:Daily News Of L.A.
 (c) 2002 Daily News of Los Angeles. All rts. reserv.

06820134

FRANCE'S SMOKING CULTURE SUFFERING WITH RESTRICTIONS

Daily News of Los Angeles (LA) - SUNDAY November 15, 1992
 By: Susan Benesch St. Petersburg Times
 Edition: BULLDOG Section: U.S./WORLD Page: U1
 Word Count: 1,175

TEXT:

...sound like "Star Trek": "You are entering into a non-smoking space."

Another set of *signs* at the Metro ticket *turnstile* plead: "Train yourself not to smoke beyond this point."

5/3,K/8 (Item 1 from file: 717)
 DIALOG(R)File 717:The Washington Times
 (c) 2002 Washington Times. All rts. reserv.

10724029
 Washington Times (WT) - Friday, August 11, 2000
 Edition: Final Section: CULTURE, ET CETERA Page: A2
 Word Count: 680

...is the name of the last book of the New Testament. A Second Coming TV *ad* campaign features a *turnstile* clicking sinisterly to 666, which is a Christian symbol for both Satanic evil and an...

5/3,K/9 (Item 1 from file: 718)
 DIALOG(R)File 718:Pittsburgh Post-Gazette
 (c) 2002 PG Publishing. All rts. reserv.

11236055
COMPANIES SEEK BIG IMPACT WITH AD BLITZ TECHNOLOGY KEY TO EXPANSION OF MARKETING OPPORTUNITIES
 Pittsburgh Post-Gazette (PT) - Friday, August 24, 2001
 By: TERESA F. LINDEMAN, POST-GAZETTE STAFF WRITER
 Edition: REGION Section: SPORTS Page: A-5
 Word Count: 1,685

...concourse.

Marketing staffs can get pretty creative. At PNC Park, green-and-white Post-Gazette *sleeves* fit over the *turnstile* bars and yellow Duquesne Light labels perch atop the foul poles. Coca-Cola has agreed...

5/3,K/10 (Item 1 from file: 722)
 DIALOG(R)File 722:Cincinnati/Kentucky Post
 (c) 2002 The Cincinnati Post. All rts. reserv.

05825095
TANK RIDERS WAKE UP TO A FRESH FACE
 KENTUCKY POST (KP) - TUESDAY NOVEMBER 20, 1990
 By: SACHA DEVROOMEN AND PEGGY KREIMER, KENTUCKY POST STAFF REPORTERS
 Edition: KENTUCKY Section: NEWS Page: 1K
 Word Count: 596

...cost about \$9,000. Workers painted the walls beige and white. They added lighting. New *signs* direct riders to the correct bus. *Turnstiles* at the entrance and exit of the terminal are gone because people in wheelchairs had...

5/3,K/11 (Item 1 from file: 725)
 DIALOG(R)File 725:(Cleveland)Plain Dealer
 (c) 2000 The Plain Dealer. All rts. reserv.

07215222
'INSTANT WIN' TO BE CUT BACK
 Plain Dealer (Cleveland) (PD) - Tuesday, August 3, 1993
 By: BOB ROBERTS PLAIN DEALER REPORTER
 Edition: FINAL / ALL Section: SPORTS Page: 7E
 Word Count: 228

...Instant Win" game, which has been heavily promoted by Thistledown in its

print and television *advertising* campaigns, hasn't swelled the track's *turnstile* count.

The daily average attendance at the 53-day Thistle-at-Thistledown Meeting that concluded...

5/3,K/12 (Item 2 from file: 725)

DIALOG(R)File 725:(Cleveland) Plain Dealer
(c) 2000 The Plain Dealer. All rts. reserv.

06344185

WAGERING DROPS AT THISTLEDOWN

Plain Dealer (Cleveland) (PD) - Tuesday, December 10, 1991

By: BOB ROBERTS PLAIN DEALER REPORTER

Edition: FINAL / ALL Section: SPORTS Page: 6F

Word Count: 518

...a gain was the 1989 Thistle-at-Thistle session.

There was a late-season positive *sign* at the *turnstile*. Attendance gained at the season-ending Cranwood Meeting by 1.5% on an average of...

5/3,K/13 (Item 1 from file: 727)

DIALOG(R)File 727:Canadian Newspapers
(c) 2002 Southam Inc. All rts. reserv.

07671997 (USE FORMAT 7 FOR FULLTEXT)

SkyTrain stations, bus ceilings considered for ad campaigns: TransLink weighs the financial benefits and public reaction to ads throughout transit.

Nicole Bailey

Vancouver Sun, FINAL ED, P A5

July 17, 2000

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

SECTION HEADING: News

Word Count: 443

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...splashing the
ceilings of buses and entire SkyTrain stations with commercial
advertising.

The proposed product *advertising* trials would see stairs,
turnstiles, electronic displays, Michaelangelos (ceiling displays)
and even themed stations added to the roster of spaces...

5/3,K/14 (Item 2 from file: 727)

DIALOG(R)File 727:Canadian Newspapers
(c) 2002 Southam Inc. All rts. reserv.

03724683 (USE FORMAT 7 FOR FULLTEXT)

Wirtz sells Cup banner

Bob McKenzie

Halifax Daily News, P 57

October 20, 1994

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

SECTION HEADING: Sports

Word Count: 468

...Dollar Bill sold it for \$15,500, along with other Stadium fixtures, including a washroom *sign* (\$600), a *turnstile* (\$2,000) and a plain black and red garbage can (\$500).

JET TRAILS: Winnipeg captain...

5/3,K/15 (Item 3 from file: 727)
 DIALOG(R)File 727:Canadian Newspapers
 (c) 2002 Southam Inc. All rts. reserv.

02149462 (USE FORMAT 7 FOR FULLTEXT)

Acclaimed ballerina dances into Shaw spotlight

By Jamie Portman
 Kitchener-Waterloo Record, Final ED, P C3
 May 14, 1992
 DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
 SECTION HEADING: Entertainment
 Word Count: 789

...helluva town" and never lets up.

At a Manhattan subway station, the sailors spot an *advertisement* for a "Miss *Turnstiles*" - symbol of the glories of mass transit - whose real name is Ivy Smith. One of...

5/3,K/16 (Item 4 from file: 727)
 DIALOG(R)File 727:Canadian Newspapers
 (c) 2002 Southam Inc. All rts. reserv.

02022282 (USE FORMAT 7 FOR FULLTEXT)

Ballet legend back on the boards -- in musical comedy Veronica Tennant says she's never come across a character like the one she plays in Shaw Festival production

JAMIE PORTMAN Southam News
 Edmonton Journal, Final ED, P D2
 May 17, 1992
 DOCUMENT TYPE: STORY; NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT SECTION HEADING: Entertainment
 Word Count: 804

...helluva town and never lets up.

At a Manhattan subway station, the sailors spot an *advertisement* for a "Miss *Turnstiles*" - symbol of the glories of mass transit - whose real name is Ivy Smith. One of...

5/3,K/17 (Item 5 from file: 727)
 DIALOG(R)File 727:Canadian Newspapers
 (c) 2002 Southam Inc. All rts. reserv.

01878710 (USE FORMAT 7 FOR FULLTEXT)

Back on her toes: Prima ballerina stars in musical
 Ottawa Citizen, Final ED, P C5
 May 26, 1992

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
 SECTION HEADING: Arts/entertainment
 Word Count: 605

...helluva town and never lets up.

At a Manhattan subway station, the sailors spot an *advertisement* for a ''Miss *Turnstiles*'' -- symbol of the glories of mass transit -- whose real name is Ivy Smith. One of...

5/3,K/18 (Item 6 from file: 727)
 DIALOG(R)File 727:Canadian Newspapers
 (c) 2002 Southam Inc. All rts. reserv.

01665196 (USE FORMAT 7 FOR FULLTEXT)

48 hours in NEW YORK CITY On your first visit to the Big Apple, it's crucial that you hit the high notes with as few hassles as possible.

CHERYL BLACKERBY

Montreal Gazette, Final ED, P J1/BREAK

June 20, 1992

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
 SECTION HEADING: Travel
 Word Count: 1384

...escalator down to the subway. Buy a token for \$1.25, put it in the *turnstile* and follow the *signs* to the No. 1 and No. 9 trains that go to Times Square.

This is...

5/3,K/19 (Item 7 from file: 727)
 DIALOG(R)File 727:Canadian Newspapers
 (c) 2002 Southam Inc. All rts. reserv.

00020449 (USE FORMAT 7 FOR FULLTEXT)

Lions must up ante to sign Major Harris

CP

Calgary Herald, Final ED, P D4

May 12, 1990

DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT
 SECTION HEADING: Sports
 Word Count: 302

...manager) team than a Terrance Jones would, not only in the standings, but at the *turnstile*."

"He (Kapp) said he wants to *sign* by Tuesday," said Duvernay.

Harris, who threw for 5,137 yards and 41 touchdowns and...

5/3,K/20 (Item 1 from file: 734)
 DIALOG(R)File 734:Dayton Daily News
 (c) 2002 Dayton Daily News. All rts. reserv.

06694098

YOU'LL TAKE MANHATTAN A GOOD-TIME BEGINNERS GUIDE TO THAT FIRST WEEKEND IN THE BIG APPLE

Dayton Daily News (DA) - SUNDAY July 12, 1992

By: Cheryl Blackerby COX NEWS SERVICE

Edition: CITY Section: LIFESTYLE Page: 9C

Word Count: 1,028

...escalator down to the subway. Buy a token for \$1.25, put it in the *turnstile* and follow the *signs* to the No. 1 and No. 9 trains that go to Times Square. Get off...

5/3,K/21 (Item 1 from file: 735)
 DIALOG(R)File 735:St. Petersburg Times
 (c) 2000 St. Petersburg Times. All rts. reserv.

07631014

NO SPECIAL TREATMENT - BUT STILL A SPECIAL PLAYER
 St. Petersburg Times (PE) - TUESDAY May 10, 1994
 By: MARC TOPKIN
 Edition: EARLY TAMPA Section: SPORTS Page: 1C
 Word Count: 1,020

... have been cap night, and it may have been the first night of
 "revolutionary new *advertising* signage" - ads on *sleeves* for the
 turnstile arms - but Jordan was the star.

Charles Long, 18, and a buddy skipped school in...

5/3,K/22 (Item 2 from file: 735)
 DIALOG(R)File 735:St. Petersburg Times
 (c) 2000 St. Petersburg Times. All rts. reserv.

07631005

NO SPECIAL TREATMENT - BUT STILL A SPECIAL PLAYER
 St. Petersburg Times (PE) - TUESDAY May 10, 1994
 By: MARC TOPKIN
 Edition: CITY Section: SPORTS Page: 1C
 Word Count: 1,059

... an Orlando Cubs home game, free cap night, and even the debut of
 "revolutionary new *advertising* signage" - ads on *sleeves* for the
 turnstile arms - but Jordan was the star.

Kids who skipped school were lined up at 1...

5/3,K/23 (Item 3 from file: 735)
 DIALOG(R)File 735:St. Petersburg Times
 (c) 2000 St. Petersburg Times. All rts. reserv.

06814157

FEW FRENCH HEED NO-SMOKING LAW
 St. Petersburg Times (PE) - MONDAY November 9, 1992
 By: SUSAN BENESCH
 Edition: CITY Section: NATIONAL Page: 1A
 Word Count: 1,176

TEXT:

...sound like Star Trek: ""You are entering into a non-smoking space.""

Another set of *signs* at the Metro ticket *turnstile* plead: ""Train
 yourself not to smoke beyond this point."..."

5/3,K/24 (Item 1 from file: 736)
 DIALOG(R)File 736:Seattle Post-Int.
 (c) 2002 Seattle Post-Intelligencer. All rts. reserv.

06662009

A GRAND SLAM FOR SEATTLE M'S
 SEATTLE POST-INTELLIGENCER (SP) - WEDNESDAY June 10, 1992

Edition: FINAL Section: Editorial Page: A8
Word Count: 426

...years to come. Now, it is up to fans to support the team at the *turnstile* and the business community to generate the *advertising* dollars necessary to guarantee adequate television and radio broadcast revenues.

It also is time for...

5/3, K/25 (Item 1 from file: 738)
DIALOG(R)File 738:(Allentown) The Morning Call
(c) 2002 Morning Call. All rts. reserv.

06279077

OBSERVATIONS FROM THE TOP OF THE WORLD
Morning Call (Allentown, PA) (MC) - SUNDAY October 6, 1991
By: RANDY KRAFT, The Morning Call
Edition: THIRD Section: TRAVEL Page: F01
Word Count: 2,320

...their ears "pop" on the way up.

Visitors switch elevators on 80, going though a *turnstile* beneath a red neon *sign* that welcomes them to New York. From there, the elevator ride to 86 takes about...

5/3, K/26 (Item 1 from file: 739)
DIALOG(R)File 739:The Fresno Bee
(c) 2002 The Fresno Bee. All rts. reserv.

06285059

NO *SIGN* OF RECESSION AT YOSEMITE *TURNSTILES* * TOURISM-RELATED BUSINESSES IN COMMUNITIES SURROUNDING YOSEMITE HAVE REAPED THE FINANCIAL BENEFITS.
Fresno Bee (FB) - FRIDAY October 11, 1991
By: Gene Rose The Fresno Bee
Edition: HOME Section: METRO Page: B2
Word Count: 474

NO *SIGN* OF RECESSION AT YOSEMITE *TURNSTILES* * TOURISM-RELATED BUSINESSES IN COMMUNITIES SURROUNDING YOSEMITE HAVE REAPED THE FINANCIAL BENEFITS.

5/3, K/27 (Item 2 from file: 739)
DIALOG(R)File 739:The Fresno Bee
(c) 2002 The Fresno Bee. All rts. reserv.

05535416

NOT BOWLED OVER
Fresno Bee (FB) - MONDAY August 27, 1990
By: BOB McCARTHY
Edition: HOME Section: SPORTS Page: E1
Word Count: 957

... Begins . . . '' trumpeted the advertisement in the Los Angeles Times, a charitable game sponsor. From a *turnstile* standpoint, they'd better hope not.

The *ad* also proclaimed it was ""No. 1" Colorado vs. ""No. 2" Tennessee -- based on a prediction...

5/3, K/28 (Item 1 from file: 740)
 DIALOG(R)File 740:(Memphis)Comm.Appeal
 (c) 2002 The Commercial Appeal. All rts. reserv.

07052009

UPSTART AUCTIONEER LOOMS BIG IN MIDWEST
 COMMERCIAL APPEAL (Memphis) (CA) - SUNDAY, February 21, 1993
 By: Mary George Beggs The Commercial Appeal
 Edition: Final Section: Image Page: F1
 Word Count: 748

...Park, the Chicago ballpark that was torn down.

''People bought things like a crummy green *turnstile* for \$2,000 and 'in' and 'out' *signs* for \$1,200. I think they ended up in basements.''...

5/3, K/29 (Item 1 from file: 743)
 DIALOG(R)File 743:(New Jersey)The Record
 (c) 2002 No.Jersey Media G Inc. All rts. reserv.

07856117

KIDS LOVE NYAN ECLECTIC LIST OF FAMILY DOINGS IN THE CITY
 Record (Northern New Jersey) (RE) - THURSDAY, December 22, 1994
 By: BARBARA BARKER
 Edition: All Editions Section: LIFESTYLE Page: d01
 Word Count: 2,019

... the subway system over the years. Exhibits include a subway car from 1903, old tokens, *advertisements*, and *turnstiles*. There's also a scale model of the entire subway system - all 460 stops.

Also...

5/3, K/30 (Item 2 from file: 743)
 DIALOG(R)File 743:(New Jersey)The Record
 (c) 2002 No.Jersey Media G Inc. All rts. reserv.

05266074

AS POPULAR AS ANTS AT A PICNIC
 Record (Northern New Jersey) (RE) - MONDAY September 18, 1989
 Edition: All Editions Section: OPINION Page: b10
 Word Count: 449

The modified *turnstiles* are marked with a red *sign* showing a hand holding a \$1 coin. There are seven in World Trade Center, one...

5/3, K/31 (Item 3 from file: 743)
 DIALOG(R)File 743:(New Jersey)The Record
 (c) 2002 No.Jersey Media G Inc. All rts. reserv.

05258200

A USE FOR THE ANTHONY DOLLAR SOME PATH TURNSTILES TO TAKE NEGLECTED COINS
 Record (Northern New Jersey) (RE) - SUNDAY September 10, 1989
 By: Eugene Kiely, Record Staff Writer
 Edition: All Editions Section: NEWS Page: a03

Word Count: 318

... the program Aug. 31, modifying 11 turnstiles to accept Susan B. Anthony coins. The modified *turnstiles* are marked with a red *sign* that shows a hand holding a \$1 coin. There are seven such machines at the...
?

show files;ds
File 710:Times/Sun.Times(London) Jun 1988-2002/Jul 24
 (c) 2002 Times Newspapers
File 711:Independent(London) Sep 1988-2002/Jul 24
 (c) 2002 Newspaper Publ. PLC
File 712:Palm Beach Post 1989-2002/Jul 07
 (c) 2002 Palm Beach Newspapers Inc.
File 713:Atlanta J/Const. 1989-2002/Jul 21
 (c) 2002 Atlanta Newspapers
File 714:(Baltimore) The Sun 1990-2002/Jul 21
 (c) 2002 Baltimore Sun
File 715:Christian Sci.Mon. 1989-2002/Jul 24
 (c) 2002 Christian Science Monitor
File 716:Daily News Of L.A. 1989-2002/Jul 23
 (c) 2002 Daily News of Los Angeles
File 717:The Washington Times Jun 1989-2002/Jul 24
 (c) 2002 Washington Times
File 718:Pittsburgh Post-Gazette Jun 1990-2002/Jul 24
 (c) 2002 PG Publishing
File 719:(Albany) The Times Union Mar 1986-2002/Jul 22
 (c) 2002 Times Union
File 720:(Columbia) The State Dec 1987-2002/Jul 23
 (c) 2002 The State
File 722:Cincinnati/Kentucky Post 1990-2002/Jul 20
 (c) 2002 The Cincinnati Post
File 724:(Minneapolis)Star Tribune 1989-1996/Feb 04
 (c) 1996 Star Tribune
File 725:(Cleveland)Plain Dealer Aug 1991-2000/Dec 13
 (c) 2000 The Plain Dealer
File 726:S.China Morn.Post 1992--2002/Jul 24
 (c) 2002 South China Morning Post
File 727:Canadian Newspapers 1990-2002/Jul 24
 (c) 2002 Southam Inc.
File 728:Asia/Pac News 1994-2002/Jul W3
 (c) 2002 Dialog Corporation
File 731:Philad.Dly.News 1983- 2002/Jul 19
 (c) 2002 Philadelphia Newspapers Inc
File 732:San Francisco Exam. 1990- 2000/Nov 21
 (c) 2000 San Francisco Examiner
File 733:The Buffalo News 1990- 2002/Jul 22
 (c) 2002 Buffalo News
File 734:Dayton Daily News Oct 1990- 2002/Jul 23
 (c) 2002 Dayton Daily News
File 735:St. Petersburg Times 1989- 2000/Nov 01
 (c) 2000 St. Petersburg Times
File 736:Seattle Post-Int. 1990-2002/Jul 23
 (c) 2002 Seattle Post-Intelligencer
File 738:(Allentown) The Morning Call 1990-2002/Jul 23
 (c) 2002 Morning Call
File 739:The Fresno Bee 1990-2002/Jul 11
 (c) 2002 The Fresno Bee
File 740:(Memphis)Comm.Appeal 1990-2002/Jul 23
 (c) 2002 The Commercial Appeal
File 742:(Madison)Cap.Tim/Wi.St.J 1990-2002/Jul 23
 (c) 2002 Wisconsin St. Jrn1
File 743:(New Jersey)The Record 1989-2002/Jul 23
 (c) 2002 No.Jersey Media G Inc
File 747:Newport News Daily Press 1994-2002/Jul 23
 (c) 2002 The Daily Press
File 757:Mirror Publications/Independent Newspapers 2000-2002/Jul 24
 (c) 2002
File 763:Freedonia Market Res. 1990-2002/Jul
 (c) 2002 Freedonia Group Inc.

\$78.20 Estimated total session cost 28.244 DialUnits

\$197.39 Estimated total session cost 28.807 DialUnits

```
show files;ds
File 2:INSPEC 1969-2002/Jul W3
  (c) 2002 Institution of Electrical Engineers
File 8:EI Compendex(R) 1970-2002/Jul W2
  (c) 2002 Engineering Info. Inc.
File 9:Business & Industry(R) Jul/1994-2002/Jul 23
  (c) 2002 Resp. DB Svcs.
File 15:ABI/Inform(R) 1971-2002/Jul 23
  (c) 2002 ProQuest Info&Learning
File 16:Gale Group PROMT(R) 1990-2002/Jul 24
  (c) 2002 The Gale Group
File 47:Gale Group Magazine DB(TM) 1959-2002/Jul 24
  (c) 2002 The Gale group
File 50:CAB Abstracts 1972-2002/Jun
  (c) 2002 CAB International
File 51:Food Sci.&Tech.Abs 1969-2002/Jun W4
  (c) 2002 FSTA IFIS Publishing
File 77:Conference Papers Index 1973-2002/Jul
  (c) 2002 Cambridge Sci Abs
File 88:Gale Group Business A.R.T.S. 1976-2002/Jul 24
  (c) 2002 The Gale Group
File 94:JICST-EPlus 1985-2002/Jun W1
  (c) 2002 Japan Science and Tech Corp(JST)
File 95:TEME-Technology & Management 1989-2002/Jul W3
  (c) 2002 FIZ TECHNIK
File 96:FLUIDEX 1972-2002/Jul
  (c) 2002 Elsevier Science Ltd.
File 99:Wilson Appl. Sci & Tech Abs 1983-2002/Jun
  (c) 2002 The HW Wilson Co.
File 103:Energy SciTec 1974-2002/Jul B1
  (c) 2002 Contains copyrighted material
File 108:Aerospace Database 1962-2002/Jul
  (c) 2002 AIAA
File 109:Nuclear Sci. Abs. 1948-1976
  (c) 1997 Contains copyrighted material
File 144:Pascal 1973-2002/Jul W3
  (c) 2002 INIST/CNRS
File 148:Gale Group Trade & Industry DB 1976-2002/Jul 24
  (c) 2002 The Gale Group
File 158:DIOGENES(R) 1976-2002/Jul W3
  (c) 2002 DIOGENES
File 160:Gale Group PROMT(R) 1972-1989
  (c) 1999 The Gale Group
File 194:FBODaily 1982/Dec-2002/Mar
  (c) format only 2002 The Dialog Corp.
File 198:Health Devices Alerts(R) 1977-2002/Jul W3
  (c) 2002 ECRI-nonprft agency
File 240:PAPERCHEM 1967-2002/Jun W5
  (c) 2002 IPST
File 275:Gale Group Computer DB(TM) 1983-2002/Jul 24
  (c) 2002 The Gale Group
File 279:CLAIMS(Ontap)
  (c) 1995 IFI/CLAIMS(r) Patent Services
File 315:ChemEng & Biotec Abs 1970-2002/Jan
  (c) 2002 DECHEMA
File 340:CLAIMS(R)/US Patent 1950-02/Jul 23
```

File 765:Frost & Sullivan 1992-1999/Apr

(c) 1999 Frost & Sullivan Inc.

File 766:(R)Kalorama Info Market Res. 1993-2000/Aug

(c) 2000 Kalorama Info Inc

Set	Items	Description
S1	88	(TURNSTILE? OR TURN() STILE?) (7N) (AD OR ADVERTI? OR LOG OR - LOGOS OR SIGN? ? OR PRODUCT(2N)ANNOUC? OR SLEEVE? ?)
S2	84	RD (unique items)
S3	57	S2/1995:2002
S4	31	S1 NOT S3
S5	31	S4 NOT ADSLEEV?
?		